

What do you think of when you hear the words *financial plan*? In most cases, the financial planning process starts with you gathering your financial documents into a big pile on the kitchen table. You have your last four years' tax returns, wills, trust agreements, insurance policies, asset and expense records, and other financial documents. Then you haul it all to your advisor's office, where you spend several grueling hours filling out an extensive questionnaire. The process is exhausting, and very little of it has anything to do with you or your personality; it's mainly about your finances.

Eventually, you receive a neatly bound booklet with your name on the front and about 100 to 200 pages of financial reports, depending on your net worth and how large a fee you're willing to pay. Your booklet includes a cash flow analysis, tax projections, net worth statements, estate plans, and a host of computer-generated projections. If you're like most people, after two or three meetings with your advisor you probably put the book away on a shelf someplace and take it down a few years later, only to learn that little, if any, of the information is still relevant.

That's because long-term projections don't work. They rely on factors that are difficult to predict—things like market returns, inflation rates, taxes, government benefits, health considerations, and job changes. Being off by as little as one percent in just one of those areas can make more than a *50 percent difference* in the eventual outcome.

Not only are the projections unreliable, but traditional financial planning tends to be a one-time activity. Normally, you're given an annual review, which requires additional fees, centers around products the advisor wants to sell, or both. If any attempt is made to measure the progress of your financial plan, it's usually done through benchmarking—comparing your progress to some combination of market indices or long-term projections. But even if you beat the benchmark, there's no guarantee that you'll be financially independent or meet the goals you set for your life. Traditional financial planning is mostly about numbers and very little about your life goals or objectives. In most instances, it's nothing more than a financial report that forces you to address a host of issues you aren't particularly interested in.

A DIFFERENT APPROACH

At Canterbury, we offer a different approach. Because we're serious about your money and excited about your life, we've developed the Wealth Management Benchmark®—a revolutionary new tool that combines financial planning with life planning. The WMB lets *you* evaluate your current status and decide where you want to go from here. Unlike traditional benchmarking, the WMB measures your progress against *your own* benchmarks, based on your objectives and goals. You decide what matters most and which areas, if any, require immediate professional assistance.

We know that high-net-worth individuals have special needs. That's why the Wealth Management Benchmark addresses issues in each of the following six areas:

- ◆ Net Worth and Cash Management
- ◆ Investment Planning
- ◆ Retirement Planning
- ◆ Estate and Legacy Planning
- ◆ Asset and Income Protection

Instead of emphasizing numbers and statistical data, the Wealth Management Benchmark produces a personalized financial plan exclusively for you. It's a *customized* program that shows what's important to you—which issues you want to address and which ones you don't. And it's an *ongoing* process that's easy to update and refine as your goals and objectives change. Best of all, you can get started immediately, not several months later when some exhaustive report comes back.

The initial process takes about ninety minutes, and you don't need to bring any documents with you. In one brief meeting, you'll be asked a few simple questions in each of the six key areas outlined above. When you're done, you'll immediately receive a printout containing the following information:

- ◆ Your personal Wealth Management Benchmark, an easy-to-read scale that lets you measure your progress against your own life goals.
- ◆ Your Action Plan, showing who's responsible for what, when each task should be completed, and when to follow up. We'll determine an optimum schedule for reviewing and evaluating your progress, and we'll create the best possible plan for fine-tuning your financial strategy.

A SOPHISTICATED TOOL FOR SOPHISTICATED CLIENTS

Don't confuse the user-friendly nature of the WMB with a lack of sophistication. The WMB is one of the most comprehensive tools available in the financial planning industry today. It was created specifically to address the concerns of high-net-worth individuals, and has been thoroughly tested to ensure its efficacy. Like all financial planning programs, the WMB is a tool—and like all tools, its success or failure is based on the experience of the advisors who use it and their ability to get things done. At Canterbury, we're proud of our management team's background. With our extensive experience and diverse qualifications, the WMB is much more than a financial planning tool; it includes sound financial advice from highly qualified professionals. We invite you to read about our management team in our brochure or on our Web site at www.canterburygroup.com.

A key component in the Wealth Management Benchmark process involves identifying and coordinating the efforts of all members of your wealth management team. At Canterbury, we pride ourselves on our ability to get things done and work smoothly with other advisors such as accountants, attorneys, insurance experts, and private bankers. We can work with any or all of your present advisors, or refer you to some of the top advisors in their respective fields, people with whom we have an ongoing professional relationship.

People often worry that they've left something undone. Maybe their wills aren't up to date, or their investments have too much risk or aren't in balance. Maybe something will go wrong in our unpredictable world—emergencies will arise, markets might go down, accidents may happen. But with the WMB, it's unlikely that anything will occur that hasn't been addressed. The WMB provides the peace of mind that comes from knowing no stone has been left unturned and no question has been left unanswered.

Wealth Management Benchmark INSTRUCTIONS

The Wealth Management Benchmark covers six key areas of wealth management:

- ◆ Net Worth and Cash Management
- ◆ Investment Planning
- ◆ Life Planning
- ◆ Retirement Planning
- ◆ Estate and Legacy Planning
- ◆ Asset and Income Protection

Each area includes several issues for you to consider. As we go through the process, I'll ask you three questions about each issue, and you'll answer on a scale from 1 to 5. I'll ask you ...

1. How **important** is it for you to address this issue?
 - 5 = the issue is very important
 - 3 = the issue is moderately important
 - 1 = the issue is not important to you

2. What's your present level of **completeness** in addressing this issue?
 - 5 = you have fully completed the task
 - 4 = you have nearly completed the task
 - 3 = you are in the process of completing the task
 - 2 = you have discussed this issue but have not begun implementation
 - 1 = you have not started the task at all

3. What's your **timing** in addressing this issue?
 - 5 = the issue needs to be addressed within 1 to 3 months
 - 4 = the issue needs to be addressed within 4 to 6 months
 - 3 = the issue needs to be addressed within 7 months to 1 year
 - 2 = the issue needs to be addressed after 1 year or has already been addressed to your satisfaction
 - 1 = the issue does not need to be addressed at all

If you are completing the WMB with a spouse or partner and you have different opinions regarding a value, just select the higher of the two.

Words of Caution

Don't worry about coming up with the "right" answer. The value you select should represent what you think *right now*. We'll regularly update the WMB, so you'll have many opportunities to make changes to your choices. Just have fun and enjoy the process!