STEPHEN B. MORRIS, ChFC®, CRPC®, CBEC®

Business Intelligence Institute®Specialist

EDUCATE . EMPOWER . EXECUTE

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WHY CLIENTS ENGAGE IN OUR SERVICES

CREATIVE DESIGN IDEAS

Our process begins by bringing creative design ideas to the table that relate to your planning needs, many of which you may not have been previously exposed.

COORDINATION

We will coordinate with your other advisors, such as your accountant and your attorney, to ensure everyone is working together to accomplish your goals.

CATALYST TO ACTION

Most importantly, we act as your catalyst to get things done as your plan is not worth the paper it is printed on unless it is properly implemented.

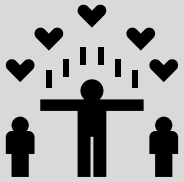
OUR MISSION

Coach you to clarify your vision of success

Help you look at opportunities and problems from multiple points of view

Challenge you to take action on what you say is important to you

Act as your advocate in the investment and insurance marketplaces



Develop wealth sustainability across future generations

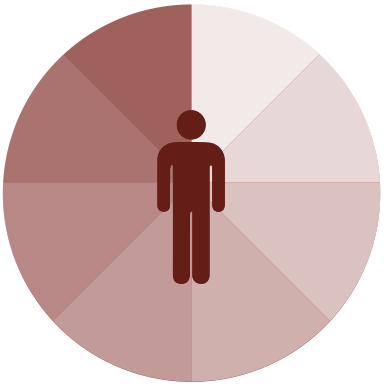
OUR PROCESS SETS US APART

PERSONALIZED DESIGN EVALUATION

Our evaluation will determine if or to what extent we should be working together. There is no cost, obligation, or pressure for this second opinion of your previous planning.

INTRODUCTION

- Discuss your forward-looking vision
- Review the level of planning that you have already completed
- Introduce our services



ENGAGEMENT PROPOSAL

- Communicate in writing your objectives and our observations
- Review a written list of services and value we feel we can add
- Quote you a precise planning fee

Sound good? If so, we'll proceed through the steps below.

DATA & DISCOVERY

- Obtain copies of all statements, documents, etc.
- Refine your vision, values, goals, objectives
- Assess your investment expectations and insurance beliefs

ROUGH DRAFT REVIEW

- Review relevant design solutions
- Discuss the pros and cons of each alternative
- Model, project and compare the selected combination of solutions

FINAL PLAN AND IMPLEMENTATION

- Select and prioritize those strategies to be implemented
- Coordinate the efforts of your other advisors, as necessary
- Begin the implementation process

ONGOING SERVICE

- Regular reviews as often as you'd like to revisit and make adjustments to your planning as your life changes
- Direct access to members of our team
- Online access to your accounts

PERSONAL FINANCIAL PLANNING SERVICES

ESTATE PLANNING & ASSET PROTECTION STRATEGIES

ESTATE: Develop a values-based lifetime strategy seeking to first protect your assets for your personal enjoyment while subsequently structuring for the ultimate distribution of your wealth to who you want, when you want, and in the manner you want, minimizing taxes and delays on the ultimate transfer.

PHILANTHROPIC: How to best satisfy your charitable, financial, social and personal goals whether publicly or privately. This involves selecting the correct asset to give coupled with the most appropriate time and technique to potentially maximize your tax savings and positive impact.

- Legal Document Review & Design
- Asset Titling & Beneficiary Designations
- Tax Liability & Potential Savings
- Lifetime Family Gifting Strategies
- Coordinate Generational Wealth Transfer
- Charitable Giving & Social Impact

RETIREMENT ACCUMULATION & DISTRIBUTION PLANNING

ACCUMULATION: Involves calculating your "magic number" that you need to hit in order to become financially independent so that you work when you want to, not when you have to. It also answers the question of how much to save and where to save it.

DISTRIBUTION: Develop reliable sources of retirement income that are designed to maintain your lifestyle on an inflation-adjusted basis. In other words, we want to make sure that you continue to get a raise during your retirement years, so you can maintain your lifestyle. At the same time, we'll quantify your risks or challenges so we can properly prepare for them.

- Calculate your "Magic Number"
- How Much to Save & Where
- Review & Selection of Group Benefits
- Quantify Life & Disability Insurance Needs
- Stock Option & Award Exercise Strategies
- Cash Flow Management

INVESTMENT PLANNING & MANAGEMENT

Focus on developing a technically sound and tax-efficient portfolio to accomplish your goals, while taking on the least amount of risk possible. We create a personalized Investment Policy Statement for each client that acts as a blueprint on how your money should be managed; and furthermore, holds these managers accountable.

- Develop an Investment Policy Statement
- Allocate Assets According to Timing Need
- Align Asset Location for Tax Efficiency
- Minimize Investment Risk & Volatility
- Increase Probability of Success
- Reduce Exposure to Catastrophic Risk

BUSINESS OWNER FINANCIAL PLANNING SERVICES

As a Business Intelligence Institute® Specialist, Stephen specializes in Buy Sell and Business Succession Planning designing strategies to preserve and protect wealth for businesses owners and their families.

BUSINESS OWNER PLANNING & ADVICE

There is no "one size fits all" approach to structuring and operating a successful business. Issues of capital structure, tax reduction, and entity selection interact uniquely with your own goals and vision. The challenge is to develop a plan that maximizes your company's value today - and tomorrow.

- Entity Selection
- Business Assessment
- Equity and Synthetic Equity Planning
- Business Value Estimate
- Growth and "Shock Absorber" Capital
- Tax Reduction

EXIT & SUCCESSION PLANNING

Owning a successful business is not an end in itself. Rather, it is a means to an end. Let us work with you to protect and preserve the wealth contained in your business and create a strategy to capitalize on that wealth on your terms, while passing on assets and management control from one generation to the next.

- Buy-Sell Analysis
- MBO/ESOPs
- Family Transfers
- Mergers & Acquisitions*
- Cash Flow and Buyout Capital
- Exit Planning & Sales to Outside Parties*

EXECUTIVE COMPENSATION

Compensation is more than just a paycheck. Together, we'll explore the wide variety of taxable, non-taxable, and deferred compensation plans available for key non-owner executives and managers. Ultimately, the right plan can help attract and retain top talent, increase business value, and ensure business continuity.

- Long Term Performance Awards
- Corporate Benefits
- Equity/Synthetic Equity Compensation
- Key Employee Protection
- Owner's Protection
- Nonqualified Deferred Compensation

RETIREMENT PLANS & GROUP BENEFITS

Implementing a retirement plan for your business can be uncharted territory. We'll guide you in selecting and implementing a tax-effective retirement plan that benefits both owners and employees, while complying with increasingly complex regulations.

- 401(k) Plans
- Profit Sharing
- Pension Plans
- Defined Benefit Plan
- Retirement Income Analysis
- Group Insurance

*Offered through 3rd party unaffiliated resources.

OUR TEAM

Stephen B. Morris, ChFC®, CRPC®
Partner

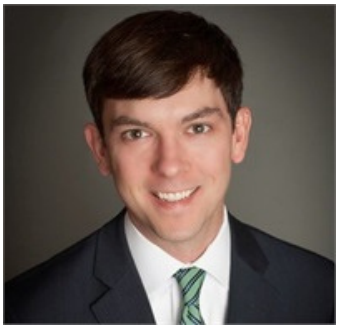
J. Louis McCraw, CFP®, ChFC®, CRPC®
Partner

John J. Coll, Jr., JD*, LLM
Partner

Jacqueline Swinehart
Practice Manager

Carol Rhines
Administrative Assistant

Megan Martin
Paraplanner



Wiley Moody
Director of Financial Planning

Tim Johnson, JD*, CRPC®
Chief Invesment Strategist

Aaron Huntoon, CRPC®
Director of Planning

Michael Corr, JD*, LLM, CPA
Chief Estate and Business Strategist

Craig C. Bartlett, CFP®, CRPC®, CBEC®
Managing Principal

A. Gary Katz, CBEC®
Managing Principal

HOW WE ARE COMPENSATED

ADVICE

To retain our advice-driven services, we charge a planning fee to develop a personalized financial plan. This fee is payable upfront when you ask us to begin our work. It covers the creation of your financial plan and we provide a year's worth of implementation assistance.

At the end of the year, we will sit down together and determine what work, if any, needs to be done on an ongoing basis. Since most of our clients do choose to update their planning on an annual basis, we will quote our renewal fee at that time based upon the level of work you choose to have done. Our ultimate goal is to establish long-term working relationships through multiple generations with our clients by keeping your plan current and relevant.

IMPLEMENTATION

As a result of our planning process, if we agree that an investment or insurance product is an appropriate part of implementing your plan, you can choose to have us represent you in the respective marketplaces. We have access to major companies in the industry and will assist you in finding quality products that meet your objectives, needs, and risk tolerance.

Most importantly, we will help ensure that the products complement your planning. We do earn a portion of the fee charged to manage the investments or get paid a commission already built into certain investment and insurance products. If you are a business owner who desires to sell, we work with unaffiliated third party Merger & Acquisition firms and share in a success fee.

INTRODUCTIONS

The highest form of compliment that you can give a person in our profession is an introduction to someone that you would like to see benefit from our services. It shows your trust and confidence in us and your willingness to share that with others. Not only will you be helping us expand our business, but more importantly, you may be helping those you introduce to us.

DATA CHECKLIST

In order to prepare a financial plan, we will need the following documents for review and analysis:

REAL ESTATE HOLDINGS
- ☐ Description of Holdings and Value
- ☐ Mortgage Statements
- ☐ Verification of Ownership (Deeds)

INVESTMENTS
- ☐ Bank Statements
- ☐ Investment Statements
- ☐ Options Statements & Plan Document

RETIREMENT INVESTMENTS
- ☐ Statements & Investment Alternatives
- ☐ Pension Estimates

LIABILITIES
- ☐ Student Loans
- ☐ Credit Card Balances
- ☐ Misc. Loans (Car, Boat, etc.)

INSURANCE
(Include original policy & statements)
- ☐ Life (include inforce ledger)
- ☐ Health
- ☐ Disability
- ☐ Long Term Care

(For a property-casualty review)
- ☐ Homeowners
- ☐ Auto
- ☐ Excess/Umbrella Liability
- ☐ Valuable Articles (Scheduled items)
- ☐ Watercraft/Aircraft
- ☐ Other _____

INCOME VERIFICATION
- ☐ Prior Year's Tax Returns (all schedules)
- ☐ Recent Paycheck Stub
- ☐ Severance Agreement
- ☐ Living Expenses (populate worksheet)
- ☐ Social Security Statement (ssa.gov)

EMPLOYER BENEFITS
- ☐ Summary of Benefits Booklet
- ☐ Group Insurance Description & Premium Notice
- ☐ Retirement Plan Document
- ☐ Deferred Compensation Agreement

LEGAL DOCUMENTS
- ☐ Will
- ☐ Trust
- ☐ Power of Attorney
- ☐ Living Will
- ☐ Divorce Decree
- ☐ Pre/Post Nuptial Agreement
- ☐ Ethical Will
- ☐ Letters of Instruction

BUSINESS DOCUMENTS & AGREEMENTS
- ☐ Buy-Sell Agreement
- ☐ Funding Arrangements
- ☐ Partnership Agreement
- ☐ Employee Census (populate worksheet)
- ☐ Business Valuation Reports
- ☐ Balance Sheet
- ☐ Profit & Loss Statement
- ☐ Prior Year's Tax Return - Each Entity
- ☐ Employment Agreements
- ☐ Covenants not to Compete
- ☐ Articles of Incorporation
- ☐ Annual Minutes (Corporation Book)
- ☐ LLC Operating Agreements
- ☐ Other _____

TANGIBLE PERSONAL PROPERTY
- ☐ Names and types of collectible holdings
- ☐ Acquisition date and cost basis
- ☐ Current market valuations (include reports)
- ☐ Intended beneficiaries