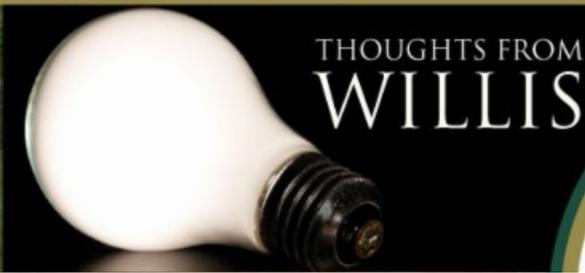


CONTINUOUSLY THINKING



[Willis Johnson] This is Willis Johnson and I'm here with Alexis Long today. Alexis is a professional CERTIFIED FINANCIAL PLANNER™ and a wealth manager at our firm, Willis Johnson & Associates. Today we're going to take the opportunity to ask Alexis about what a potential client experiences during their first meeting with our firm or any advisory firm. More specifically, I would like to talk about the three important questions a potential client should consider during their first meeting:

1. What are the financial planner's or advisor's expertise?
2. What to expect during the first meeting?
3. How should the meeting end?

Alexis, thank you for joining me today. You've been with our firm for a number of years as a valued advisor. I have seen you work with many clients and I've worked together with you during several client meetings. So tell me, what should a potential client expect from an advisor during their first meeting?

[Alexis Long] Thank you for having me, Willis. When working with an advisor, you should look for competency, knowledge, and technical expertise. You should also look for an advisor who has experience in the industry, a high level of education, and credentials or licensing expected in this industry. Some specific credentials you should look for are CFP®, CERTIFIED FINANCIAL PLANNER, or CFA®, Chartered Financial Analyst. Those are designations that advisors receive after completing necessary education and passing very difficult exams.

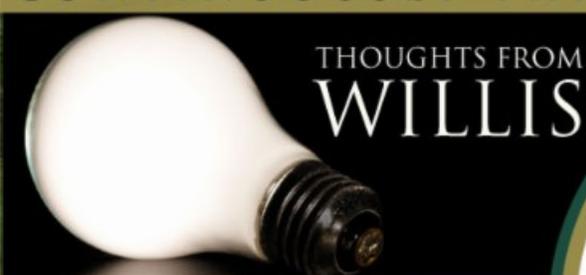
To maintain the designation, advisors need to take continuing education to make sure they stay up-to-date on any changes to financial planning and laws. It's important to have those credentials in our industry. You also want to look for someone who can understand your personal financial situation, where you work, your corporate employee benefits, and how you fit into your retirement plan overall.

[Willis Johnson] Thank you, Alexis. I think that is very valuable information. It's important for a potential client to evaluate any wealth management firm. So tell me, what should the client experience be like in that first meeting?

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[Alexis Long] At the initial meeting, you should really look for the advisor to give some insight on what their knowledge is and how they can apply it to your personal situation. The advisor should be able to show you how they can help you manage your investments, retirement plan and employee benefits, as well as other areas such as tax planning and estate planning. You want an advisor that will be very comprehensive in their planning and knowledge, but you also want an advisor that can understand your financial situation. Make sure that they are creating a customized plan specifically for you and your significant other. The key is to be comprehensive and customizable.

[Willis Johnson] What do you mean by customizable? Tell me what a potential client should expect from a customized plan and what can you tell a potential client during the first meeting?

[Alexis Long] During the first meeting, we gather a lot of data. We ask for the potential client to bring statements or other information about their financial situation so that we can review it and point out items that may be missing. We can go online and take a look at your corporate employee benefits, your 401(k) plan, and which employee benefits are available to you, as well as many more items. During that meeting, we can usually point out 80—90% of things that you should be doing. It's a very important meeting because we get to know you better, which enables us to customize a plan that will truly benefit you.

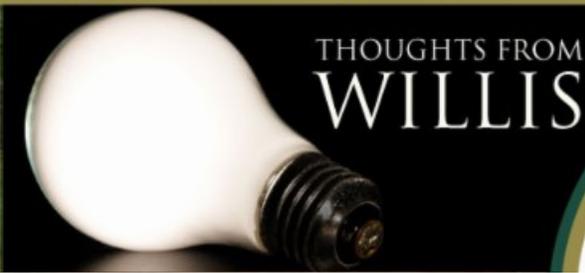
[Willis Johnson] What's the hardest question you sometimes have to ask during the first meeting?

[Alexis Long] The most difficult conversation is discussing living expenses, nailing down how much the individual spends. Oftentimes, one spouse will have a different idea than the other spouse. Everything else presented to us is factual.

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[Willis Johnson] In that first meeting, we would expect the advisor to have a feel for the potential client's assets, their goals, and their current living expenses. So what should a potential client expect?

[Alexis Long] Willis, as you may know, most companies provide employee benefits which are located in employee benefits books. Most corporate professionals don't read these books so they don't understand what benefits are available to them. We do the reading for them. By doing so, we are better able to understand their benefits. We take the opportunity to show them how to take advantage of what their company is offering. We log on to their benefits online and discuss the following:

- Review 401(k)s.
- Look at the investments inside the 401(k)s.
- Point out any risky investment choices.
- Look at how contributions are set up.
- Check to see if they are maxing out their pre-tax, Roth, or after-tax sources if available in their 401(k).
- Review contribution percentages.
- Determine if there are performance shares or employee stock options available.
- Review excess benefit plans, if available, and make sure they are invested.

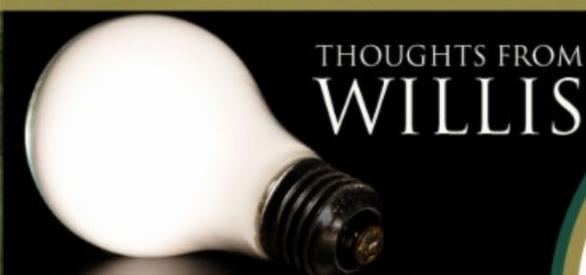
There are a lot of items that we look at in regard to benefits. We will also look at other investment accounts and discuss the following:

- Review the investments inside the accounts.
- Discuss incomes.
- Discuss living expenses, which can be a difficult conversation.

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We also look at other items like tax returns, living wills, and estate documents to ensure that those are documents are also in place. We can often spot things pretty quickly by looking at your benefits and logging online to look at your accounts with you.

[Willis Johnson] Alexis, I think it is valuable to understand what you described should take place in that meeting. What is the commitment by both the advisory firm, Willis Johnson & Associates, and the potential client at the end of the first meeting?

[Alexis Long] By the end of the first meeting, you should really have a feel for the customized solutions that the advisor is going to be able to provide for you. You should feel confident that they really understand your financial situation and will provide you with personalized and specialized recommendations on retirement and employee benefit planning, tax planning, and investment planning in a formal financial plan. You will also end the meeting with a better understanding of how much it will cost you for a financial plan or how much fees will be for investment management. The advisor should explain the process of financial planning or investment management and you should get an in-depth understanding of how the process and ongoing relationship will work. At the end of the first meeting, you shouldn't feel a push to make a decision immediately. It's important that you and your spouse, or significant other, take the time to think about the meeting and what you want to do before moving forward and making the decision. Usually at the end of the meeting, we will schedule your next meeting to ensure that we have a spot saved for you on the calendar, but this doesn't mean that we expect a decision at the first meeting.

[Willis Johnson] Alexis, I think that was very informative and it gives an individual a great understanding in what they should expect from an advisor when they come into that first meeting, what to look for in an advisor, and what type of long-term commitments are made at the end of the first meeting. Thank you so much, Alexis. We are really excited to have you at our firm and I love the opportunities when we get to work together.

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