

STONE OAK WEALTH MANAGEMENT

Growing AUM with eMoney Training



Stone Oak Wealth Management is an independent advisory firm committed to leading their clients into a fully integrated life of wealth stewardship. Always looking to maximize their capabilities, members of the firm, including Donnie Laurence Jr., CFP®, CRC®, Managing Director, attended a two-day comprehensive planning session with eMoney. Through this two-day training, they hoped to gain a better understanding of how eMoney can help them deliver more plans.

 **Founded in 2017**

 **Two financial advisors**

 **\$202M AUM**

“The virtual training worked great from a cost and time standpoint. The eMoney trainer did a fantastic job making it fun and interactive both days. I had plenty of opportunity to work one-on-one with my trainer, so I also got the personal attention I needed when I had a question.”

*-Donnie Laurence Jr., CFP®, CRC®
Managing Director*

See How eMoney Can Work for You

Learn more at emoneyadvisor.com
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The Goal: Get 90 Percent of Clients to Have a Financial Plan

Stone Oak Wealth wanted to provide more plans for more clients. They felt they could be doing more to help clients live more fulfilling lives, so they set the goal of delivering plans to 90 percent of their clients. After exploring different avenues to expand planning, they realized that better leveraging eMoney across the company could be the answer, but they needed to dive deeper into the platform to unlock its full capabilities.

Virtual, Personal Training

With the guidance of a trusted eMoney expert, Donnie walked through relevant planning case studies from start to finish. He took deep dives into planning topics like Annuities, Insurance Planning, Estate Planning, as well as platform features such as Decision Center, Goal Planner, and Monte Carlo simulations. This allowed him to get hands-on experience in all aspects of the platform, creating a sample comprehensive plan in the same way he would for his clients. It also allowed him to visualize the planning workflows he could implement at Stone Oak Wealth.

Getting the Rest of the Team On Board

After learning about the tools he would lean on every day to acquire and retain planning clients, Donnie became the eMoney power user at his firm. He taught the rest of the team how to engage clients through the platform and even got the firm to commit two hours per month to continuing education webinars from eMoney. He was able to establish a strategy for using eMoney to turn investment management clients into planning clients.

“The training from eMoney has really helped us have deeper, more meaningful conversations with our clients and prospects. We can take abstract financial concepts and talk about them in a very tangible way. We bring more context to the client in this way. We’re now having more valuable and productive meetings because of the ways we can use the tools in eMoney,” Donnie Laurence, CFP®, CRC®, Managing Director at Stone Oak Wealth Management.

Engaging Prospects and Delighting Clients with eMoney

Armed with this new knowledge, Donnie and his fellow advisors are able to use eMoney to effectively present the possibilities of financial planning for prospects, as well as better engage existing clients with their financial plans. In both instances, eMoney helps spark conversations that let them “fish for hopes, dreams, desires, and challenges” so they can then demonstrate the best financial path forward. Communicating the value of a financial plan in this way has proven to be the key to expanding financial planning and growing AUM.