

4 Steps to Start Holistic Financial Planning

Holistic planners realize greater client successes and charge a significantly higher fee for their work.¹ Here are 4 steps your firm can take to get ready to offer holistic plans to your clients.

1. Address Technology Use



- **Leverage all integrations:** Take advantage of connections, data feeds, and API integrations to streamline onboarding, fact-finding, and planning.
- **Promote client portal usage:** Encourage and educate all clients on how to best use their client portal. This will greatly improve communication, efficiency, and engagement.
- **Use a comprehensive solution:** Ensure your planning technology can address all client possibilities.
- **Establish technology workflows:** Know exactly how you'll use your technology to make your process repeatable.

2. Adjust Business Processes



- **Address planning fees:** Make sure the fees you're charging are compatible with a holistic service offering.
- **Look at support staff:** Consider what in-house support staff you'll need to help with the extra time involved in holistic planning.
- **Expand your expertise:** Educate yourself on new topics, bring on financial professionals with complementary expertise, or build out your network so you can support the holistic spectrum of client needs.
- **Master onboarding and data collection:** Holistic planning requires a greater degree of upfront work; this effort translates to meaningful efficiencies and better client experiences.

3. Prepare to Go Deeper with Clients



- **Know your existing clients:** Are they willing to pay for holistic advice? Which areas would they be most interested in? Knowing this will help you successfully roll out holistic planning.
- **Uncover client values:** Understand how to ask the right questions to uncover client values; values are an essential aspect of a holistic plan.
- **Get comfortable with tough topics:** Holistic advice spans the client's entire life, so be prepared to talk about topics like divorce, financial conflict, physical health, and more.
- **Niche your services:** Zeroing in on your niche will help you customize advice and be far more efficient.

4. Develop and Execute Your Service Calendar



- **Cover different topics by quarter and/or year:** Create a service calendar outlining when to cover specific topics with clients.
- **Address all aspects of the client's life:** Explain to clients how the service calendar will keep you all on track. Update as necessary and to address topics like estate planning, benefits, insurance, taxes, health care, and more.
- **Stay on top of legislation and current events:** Know how changes will impact your niche and be prepared to address them in a timely manner.
- **Plan for the whole relationship:** You don't need to build the holistic plan all at once. Build towards a holistic plan by executing your service calendar, updating the plan as life changes, and continually speaking to clients about values.

Holistic planning maximizes your value and impact on clients' lives. You can take a deeper dive on this topic by reading our [recent blog](#).