

**August 2023 Edition #49**

**OPTIMAL EMAIL MANAGEMENT – THERE IS A BETTER WAY!**

Many statistics report that on average, people receive **120 emails every day**.  Wow.  Think about that.

Now your email number may be a bit lower or higher, but you get the point.  You also probably feel this more poignantly after you come back from time off and you are **drowning in your inbox**.  It almost feels like punishment to take time off.

The question is – if you are busy **reading and responding to 120 emails every day** (or about 15 per hour all day long) – **when are you getting your actual WORK done**?

Optimizing your email management is not a luxury, it is a necessity.  Emails will never go away, but we need to understand there are best practices for email management that **can and will** make your life easier.

I highly recommend you watch this 13-minute video for some great email best practice tips:

* [**https://www.youtube.com/watch?v=5M2Kq\_5V24A**](https://www.youtube.com/watch?v=5M2Kq_5V24A)

Here are the key take-ways in this video for **Optimal Email Management**:

* Develop an Email Routine
	+ Note: She refers to checking every hour, which might be good for some financial roles – for Financial Advisors we recommend **3 x per day** (morning, noon, and late afternoon)
* Create a Folder System that works for you
* Apply Single Touch Rule
* Declutter Your In-Box (rules, unsubscribe, etc.)
* Outlook tasks instead on our Maximizer

I hope you see **one or more best practice tips** that you can implement immediately to improve your email management this summer!

If you do it now, it will make for a more manageable Fall which tends to only increase in client and email traffic.

**CUSO SHOUTOUTS!**

I’m delighted to share another awesome CUSO Coaching Shout Out to **Angel & Amber of KSCU**!  They recently turned a mistake into a Moment of Truth opportunity that delighted the client and increased their AUM (in that order).

They had a client who had requested to transfer $200,000 to them from another large financial institution, which is great news!  The other financial institution mistakenly transferred the entire account worth approximately $450,000.  As soon as the transfer landed, Amber & Angel notified the client about the error and let them know they were working on getting it corrected to have the additional $250,000 sent back to their other institution.  After multiple attempts at working with the other institution to have this corrected, it was evident that this other Advisor and their institution were making no effort at all to fix the error.  They were not responsive to the client or those trying to fix it.  Amber & Angel felt bad for the client and were doing everything they could to correct it – they even followed the best practice of turning a mistake into a **Moment of Truth**.  They sent the client a note thanking them for their patience and understanding along with a gift certificate for a nice dinner out.  In the end, the client was able to contrast the **standard of care** between them (KSCU) and the other advisor (firm not named to protect the identity of this epic fail on their part) and decided to **keep the entire $450,000 with Angel**.

Congratulations to both Amber and Angel for handling this situation in such a professional and caring way for your client.

**Moral of the Story:**  Good things happen when you do the right thing for the client.  Always.

If you have a Coaching Shout Out you know about or want to share, please send them along to me!  This is the perfect forum for sharing ideas and celebrating the success of everyone : )

**AVISO TOP 50 MFDA ADVISORS – There are 5 CUSO Advisors Acknowledged this Year!**

I want to send along a heartfelt CONGRATULATIONS to our CUSO affiliated advisors who achieved acknowledgment on the **AVISO top 50 MFDA Advisors**:

* Greg Boles, 1st Choice
* Lance Toly, 1st Choice
* David Van Berkel, CCU
* John Merlo, KSCU
* Craig McFadden, KCSU

Each of these Financial Advisors has been previously **PSA Certified,** and we are delighted with their recent acknowledgment!  **Congratulations**!!!

**PSA CERTIFICATION SUMMER GRADUATES – School is In Session**

We are delighted to CONGRATULATE the following individuals on their recent **PSA 1 Foundation Certification**:

**Angel Christensen**, Financial Planner, KSCU

**Amber Sereda**, Client Service Assistant, KCSU

We continue to work on PSA Certification with several individuals so stay tuned for more graduates.

**QUESTIONS FROM THE FIELD**

 *“When it comes to Insurance Only clients, how do we manage them?”*

This is a great question!  What many may not know is that in the **CUSO Magical Portal** there are several Insurance-Only resources available to work with:

* Insurance Only **Client Classification** (found in Client Segmentation & Client Analysis)
* Insurance Only **Client Service Matrix** (found in the Client Servicing)
* Insurance Only **New Client Onboarding** (found in New Client Onboarding Process) – this has EXTENSIVE resources including everything from pre-appointment to welcome process!

You will know if a PSA Strategy has specific **Insurance Only** resources because it is denoted as follows with links to the individual resources themselves:



There are **MANY resources embedded within the PSA program** which can be used to bring on new insurance clients and/or service existing ones.

If you have some big insurance-only clients or this is a significant portion of your business, I strongly recommend you review and utilize these resources.  They follow the same philosophy & approach as the wealth side of the PSA.

**BOOMER BANTER – WHAT YOU NEED TO KNOW**

I love facts and figures that convey information that allows people to be **strategic and make good decisions**.

I’ve attached a presentation created by **Age-Friendly Business** called **Our World is Aging** which is a must-see for all financial professionals.

It talks about how ‘longevity’ is a new phenomenon and affects health, social and financial needs.

Here are some of the many **fascinating highlights** **about Boomers** that you need to be aware of because they seriously impact their wealth and investment needs:

* Life expectancy in 1900 was 47 and in 2000 it was 77 (yes, we are living 30 years longer)
* 2/3 of all humans who reached 65 are alive today
* Couples divorcing over the age of 65 has doubled since 1980 (this has a sudden and major impact on retirement planning)
* Divorce rate is highest amongst the 50s age group
* 17% of retired Canadians 55+ who have debt, owe more than $100,000
* A generation ago, over 65% of Canadian workers were covered by a defined-benefit pension plan
* Today, it is estimated that 29% of Canadians participate in a defined benefit pension plan (so many need other sources of retirement savings)
* 70% of Boomers still have children living at home (read that again – 70%)
* 12% of Boomers have a parent living with them
* 23% of Boomers are providing monetary support to their parents

I encourage you to review it from beginning to end to become familiar with what your **Boomer clients are facing** so you can help them seize the opportunities and manage the challenges they are currently facing.

I also want to send a big CONGRATULATIONS out to **Greg Boles** and **Lance Toly from 1st Choice Savings** who recently earned their **CPCA (Certified Professional Consultant on Aging) Designation** from Age-Friendly Business!



**Thanksgiving Cards**

A reminder there is a field on the main **Contact Record page** that allows you to enter each year you’ve sent a **Thanksgiving Card** to clients.

This allows you to see the history of how many cards they’ve received as well as readily generate lists related to Thanksgiving Cards.

The **New PSA Client Experience** coming into effect this year outlines the following when preparing and sending your Thanksgiving Cards:

**AAA Clients**                        **Lavish Card** with Personalized Handwritten Greeting

**AA Clients**                           **Lavish Card** with Personalized Handwritten Greeting

**A Clients**                                              **Lavish Card** with a simple Signature

**AF/AS Clients**                    **Lavish Card** with simple Signature

**B Clients**                                              **Email** a Thanksgiving Message

You may wish to grandfather your B clients and continue to send a card if it feels like a better fit -- that is entirely up to you.  We are trying to streamline the process for those with many clients at the top end of their book.

You can also print address labels from Maximizer for your Thanksgiving Cards – although if possible, we recommend someone **handwrite the address for the AAA and AA clients** to make it feel extra special.

I’ve attached a copy of the CUSO Client Service Model for your reference.

**FINANCIAL PLANNING TIPS by SHELDON CRAIG**

**NaviPlan Tips – Creating Different Scenarios**

When creating plans for our members, you will be faced with several options to meet their goals.  There are more ways than one to achieve the goals and it is important to show our members different ways to meet them.

The member, we will refer to the Kennedy’s original Navi Case Study, may not be on track to meet their goal of retiring at age 60.   They have several options including:

1. Delaying Retirement
2. Increasing their savings
3. Delaying their CPP
4. Taking a part-time job.

There are different ways of showing the different results, so we will cover them using different scenarios.

For more information, please refer to the Navi Planning Tip – Scenario Options attached above -- a reminder that all these tips are posted to the **CUSO Magical Portal** for your reference and use.

**AUGUST**

I hope everyone enjoys time off this summer with family & friends.

I will be starting holidays on August 18th and returning on September 5th.

