FinancialMappers® Pro

Client Engagement Tools

For Online Advice

A demonstration of the Client Review App can be found on this link:
https://www.financialmappers.com.au/statement-of-advice/

Version: 27.08.2022.

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Plencore Online Pty Ltd is a wholly owned subsidiary of Plencore Wealth Ltd and is the online retail section of the company. For additional information about the software, contact Glenis Phillips, the concept designer. (glenis.phillips@financialmappers.com.au or phone Direct Line)

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Introduction

In August 2022, a ***Connect Portal*** has been developed. To use this feature your clients must be registered and have an account. This is an Optional Service, for which the adviser must pay. – We believe that the LITE client is all that is required for most clients. This gives the client access to the first 5-years of plans the adviser may choose to share with the client.

With this ***Connect Portal*** all transference of information between client and adviser is within the software. It includes sharing documents and plans in addition to your normal Q&A between client and adviser.

Currently we believe Financial Mappers is one of only a few software companies that offer this service. However, there is likely to be pressure applied for all advisers to use these closed systems. This is a recent article published by the Professional Planner, called The Death of Email: Why advisers need to change for security.

Covid-19 will most likely go down as the defining moment when Financial Advisers realized they needed much better digital tools for online client meetings.

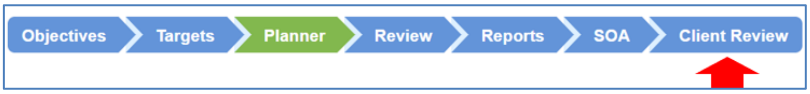
Financial Mappers Pro offers two solutions:

1. The **Client Review Gateway** which allows you to demonstrate your plan to the client either online or in person. This demonstration portal is supplemented with the upload of additional documents and educational content in a multi-media environment. This information can then be shared with the client through a link, using either the Connect Portal or email.

2. **Pro^Connect Feature** allows either the client or the adviser to create plans and share the plan with the other party. This opens up the opportunity to new demographics who are tech-savvy and want to be part of the planning process.

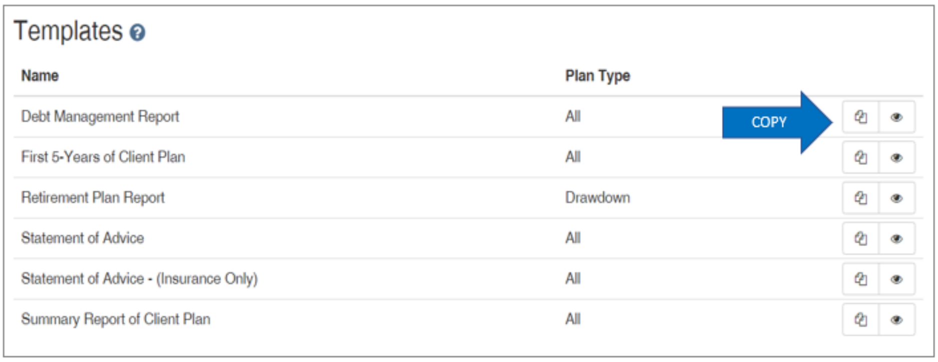
Client Review Gateway

Before you can commence using this this feature on the chevron ***Client Review***, you must upload a Report, using one of the Report Templates or a Report you have created using the Report Builder.



Report Templates

To save adviser's time, we have uploaded to your platform a set ofreports
to the ***Report Builder***. These will be in your Report Builder listed as ***Templates***.
To migrate the report to your platform, you need to click on the **Copy** icon. You can also click on the Preview icon is see the report features before you copy. This is a short example. (There are over 20 Templates in the current version of the software)



Templates

Name	Plan Type
Debt Management Report	All
First 5-Years of Client Plan	All
Retirement Plan Report	Drawdown
Statement of Advice	All
Statement of Advice - (Insurance Only)	All
Summary Report of Client Plan	All

COPY

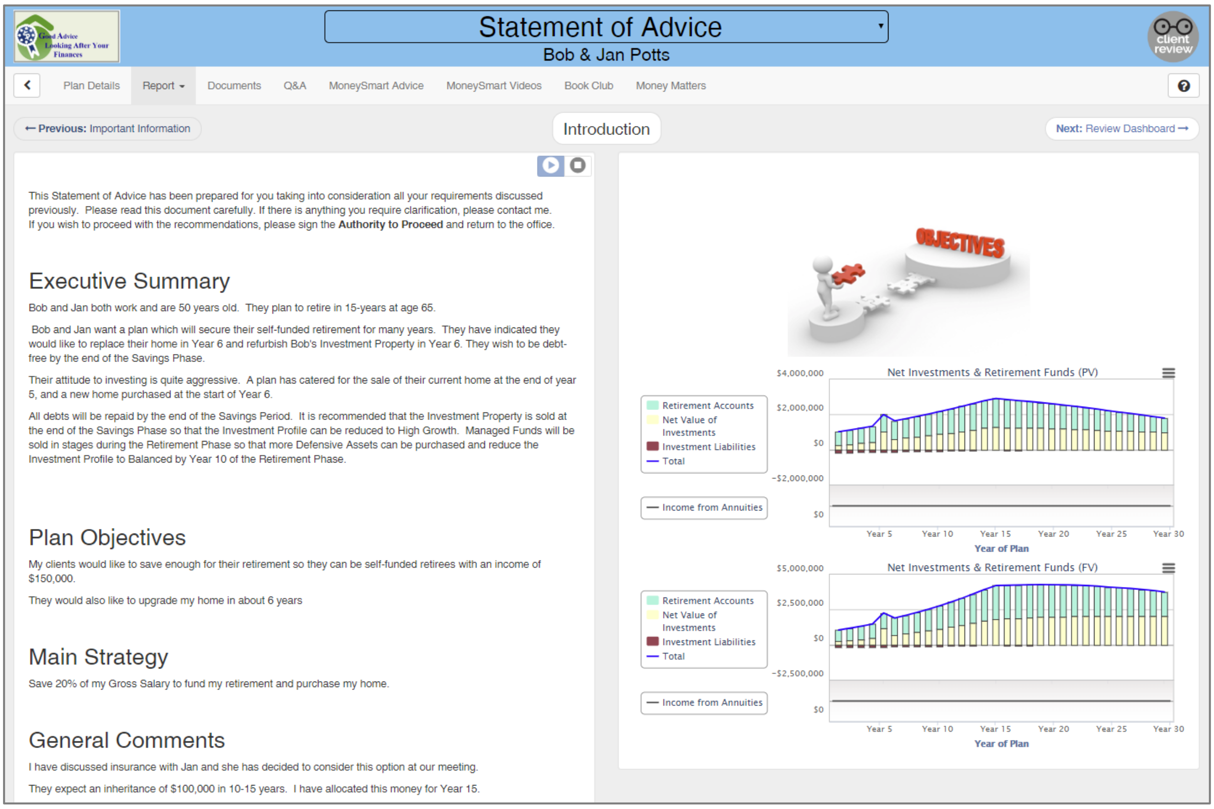
The reports are of three types:

- Using the SOA Editor to write specific advice. **Statements of Advice** include each of the SOA Editor panels.
- Using the reports for client review of the plan. For example, **Plan Map (Illustrated)** and **First 5-years of Client Plan**. These reports to do not contain any of the SOA Editor panels. They merely report the outcomes of the plan without giving specific advice.
- Client use reports which are displayed in the Client's software in the Report Review. These reports are preceded with "My" For example, is the **My Debt Management Report** and **My Property Report**.

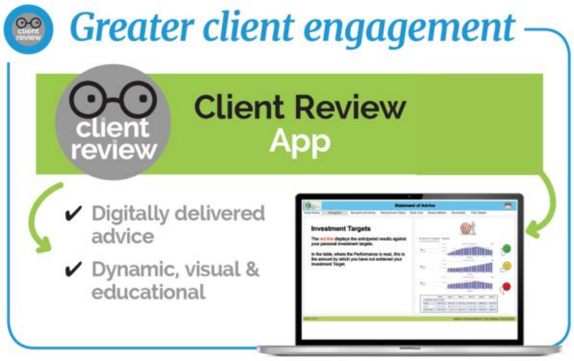
In the templates, all reports have been listed as not available to Pro^Connect Clients, but you may want to change this for the non-advice type reports. Alternatively, you could make another report specific for your Pro^Connect clients to view. (This is recommended)

The Client Review Gateway Overview

When a client has a meeting, the adviser can upload the Report into the chevron ***Client Review*** and use it to discuss recommendations. After the meeting the adviser can email the client a link to this page and continue reviewing the content at home. For Connect type clients, the ***Connect Portal*** is used to upload the link. During that review the client can ask the adviser questions. A log of all questions and answers are maintained in the TAB, Q&A.



When the client goes home, they can log into the Client Review Gateay and review all the data, including supplementary material.



It may be possible to have one Report the adviser uses during the meeting and then uploads a new format of that report for the client to review. There are several elements to this Client Review

- Report – one section at a time is displayed with speech activated text on the left and interactive material on the right.
- Documents – FSG, PSSs, SOA (PDF format) and Reports generated by Financial Mappers
- Q&A – Allows the client to post a question, which is then answered by the adviser. A log of all questions and answers for each report are maintained.
- MoneySmart Advice
- MoneySmart Videos
- Company – Advice (To be named by adviser – in the sample it is called "Book Club")
- Company – Videos (To be named by adviser – in the sample it is called "Money Matters")
- Plan Details – Includes time spent by adviser (with client) and client after the link is sent.

Text to Speech

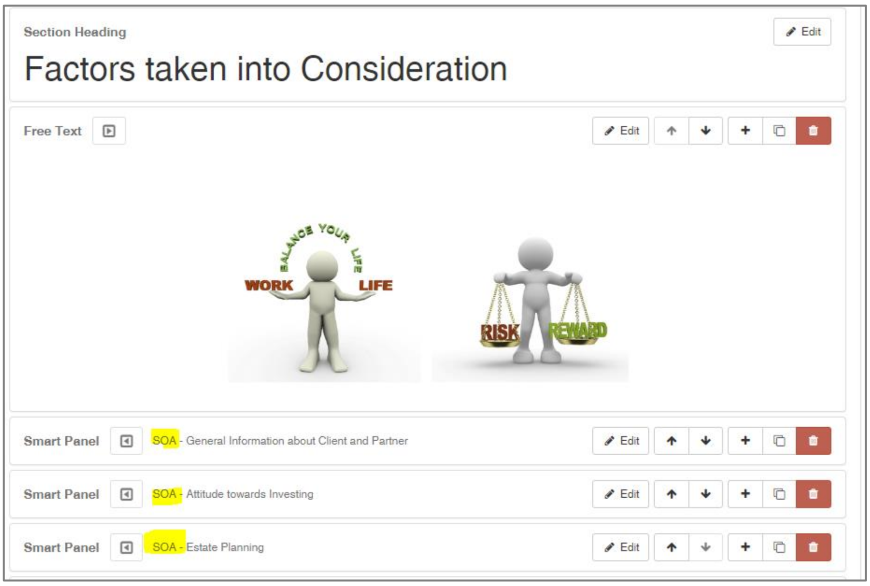
An important feature of our Client Review App is the ***'Speech to Text'*** option for the information on the left-hand side. This will allow the client to listen to your advice, while using their mouse to scroll over the graphs on the right-hand side, where applicable.

With this in mind, care needs to be taken with the text written. Generally, the voice seems to recognize letters such as APL, but does not recognize SOA, and pronounces it as a word, so maybe, SOA should not be used in the text section.

The buttons for **Read Aloud** and **Stop Reading** are located in the top right hand section of the Text section. When writing text sections, it is a good idea to drop the text one line to give a better layout. Also, if the text extends across the page, the text will overlay on these icons.

The icons can be used for each section.

The information in each panel will only be imported into a report, if that ***SmartPanel*** is listed in the report. You must use the Report Builder to create your report.



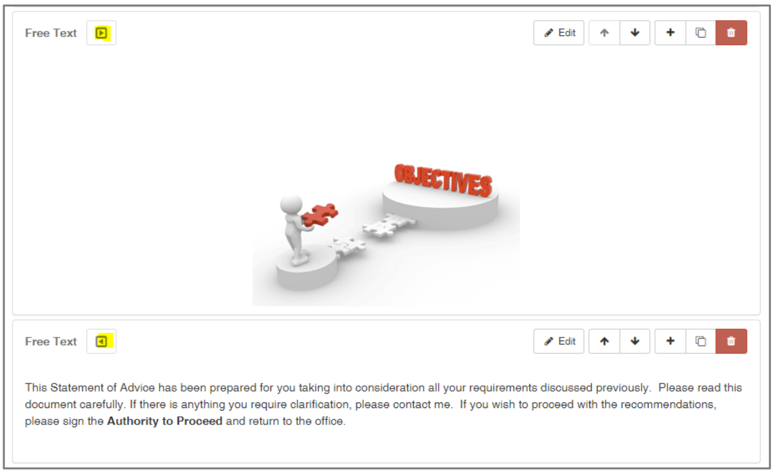
Text Panel

Text panels can be used to write text which remains the same for every report. For example, if you have one standard fee, then you may include that information as a Text Panel. However, if you change the fee according to the client's needs, then you may use the ***SmartPanel SOA – Fees and Commissions***.

Text panels can also be used to display an image. The FPA has requested that the new digital delivery of an SOA should be engaging to the clients. Hence, we have imported images into some of the panels.

Normally text panels would appear on the left of the screen, however, sometimes, as when you use an image or a table, you may want it displayed on the right.

Here is an example of two text panels – one with an image, displayed on the right and one with text displayed on the left. (These can be downloaded from Resources)



Q&A

When the report is shared with the client, the client can review the report and if they have any questions, these questions can be written directly into the portal. The adviser will receive an email alerting him to the question. The Adviser can then log in and respond directly into the portal. These questions and answers are maintained as part of your record.

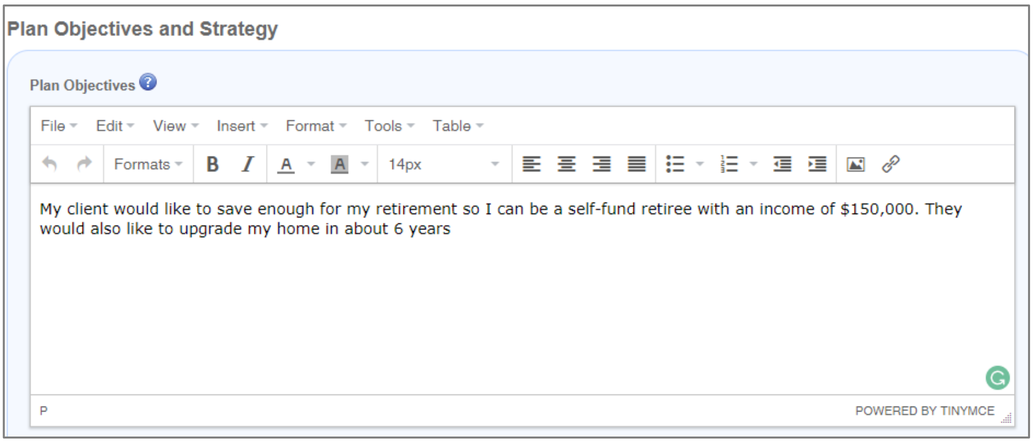
Timing

The program will time how long the adviser and client reviewed the report. It will also time separately, how long the client spent reading the report when they received the link.

Note: It only records the time spend on the TAB. ***Report***.

Chevron - Objectives

Each panel can be formatted. Note that the name of each panel is automatically added to the SmartPanel, unlike the SOA Editor panels.



Uploading other Documents

You may have supplementary documents you want to provide to your client. These can be uploaded.

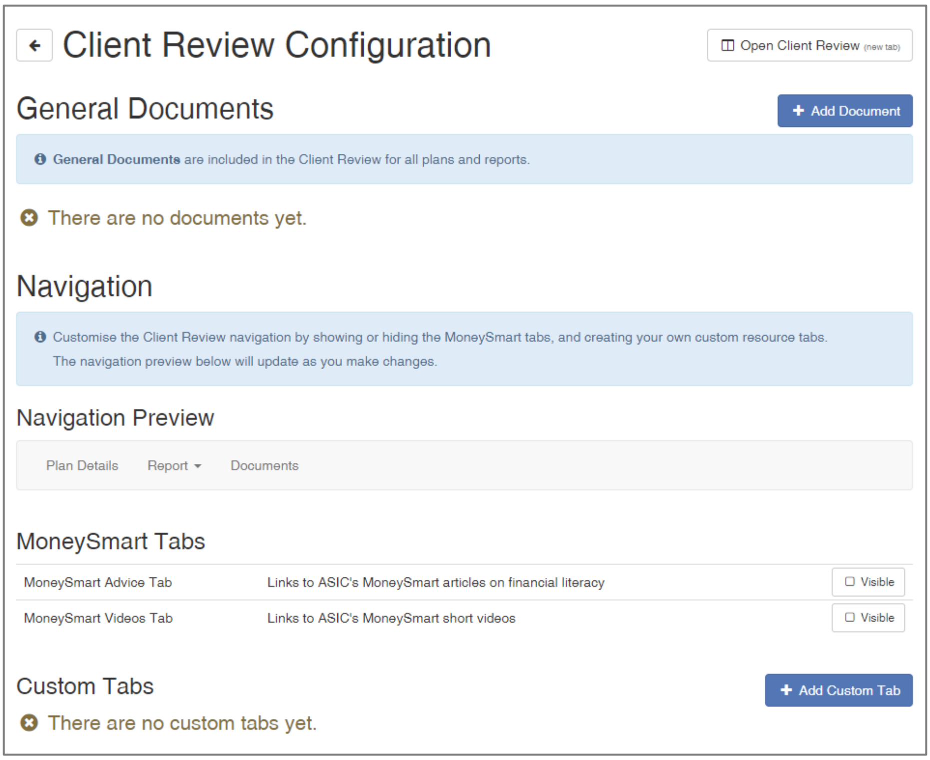
Your Dealer Group may have a strict template for your Statement of Advice, which may be more complex than what you want to upload into the Client Review. If this is the case, you can upload the full Statement of Advice in the Document section and upload into the Client Review a report which highlights the main features of the plan.

This way your client is likely to get a better understanding and value the advice you are giving.

Client Review Configuration

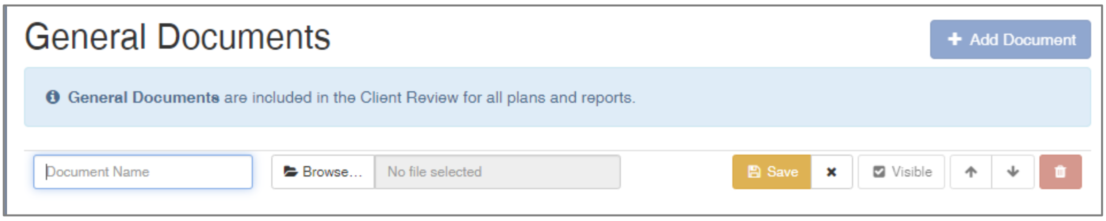
In the ***Admin Section***, your **FM Chief Admin** can configure how the company wants to display the ***Client Review*** information. This is found in the drop-down list, ***Report Writer*** and clicking on the TAB ***Client Review Configuration***.

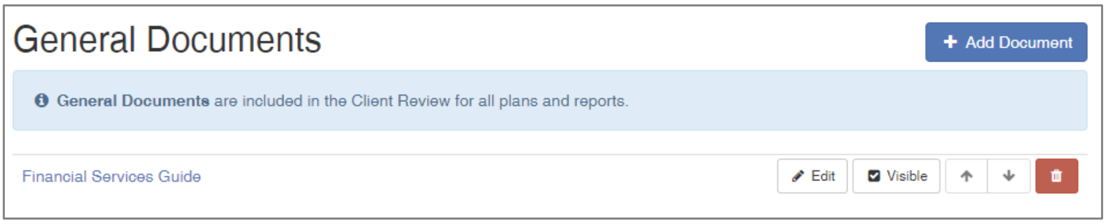
The first time you enter, the following will be displayed:



General Documents

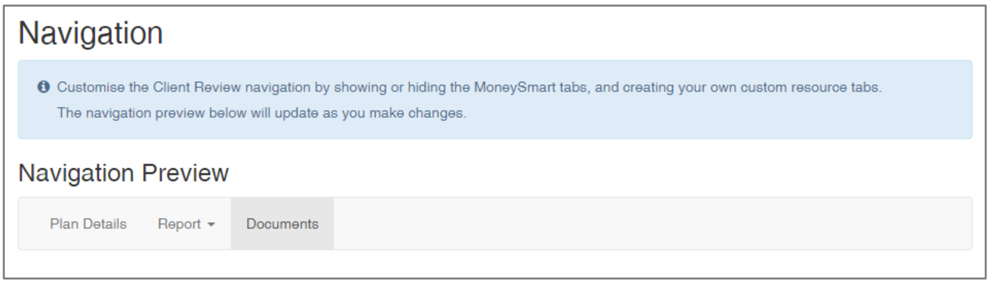
The first section, General Documents, allows you to upload documents which will be universal for all advisers and for all plans. An example of a document you may want to display for every link is your company's ***Financial Services Guide***. Click on the **+Add Document** and browse to find the correct document.





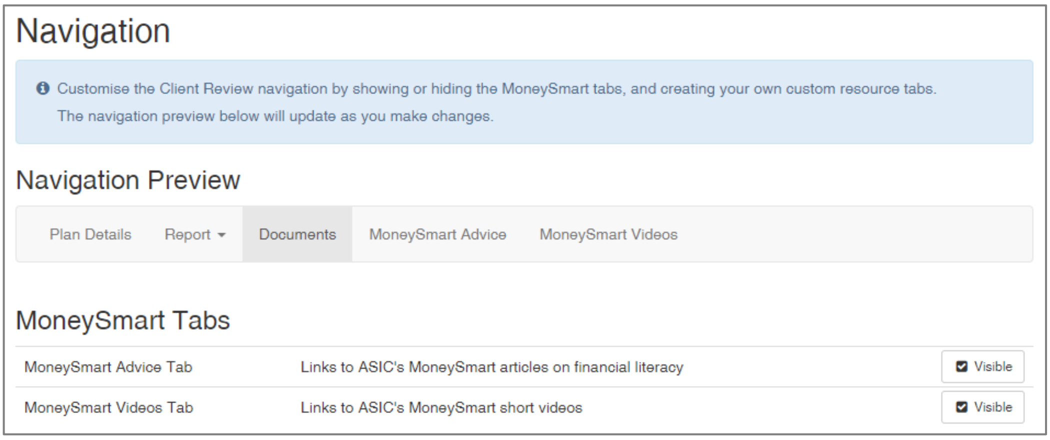
Navigation Preview

When you first see the page, the two MoneySmart Tabs have not been made visible and the Custom Tabs have not been created, hence the Client Review App will only show the following TABS



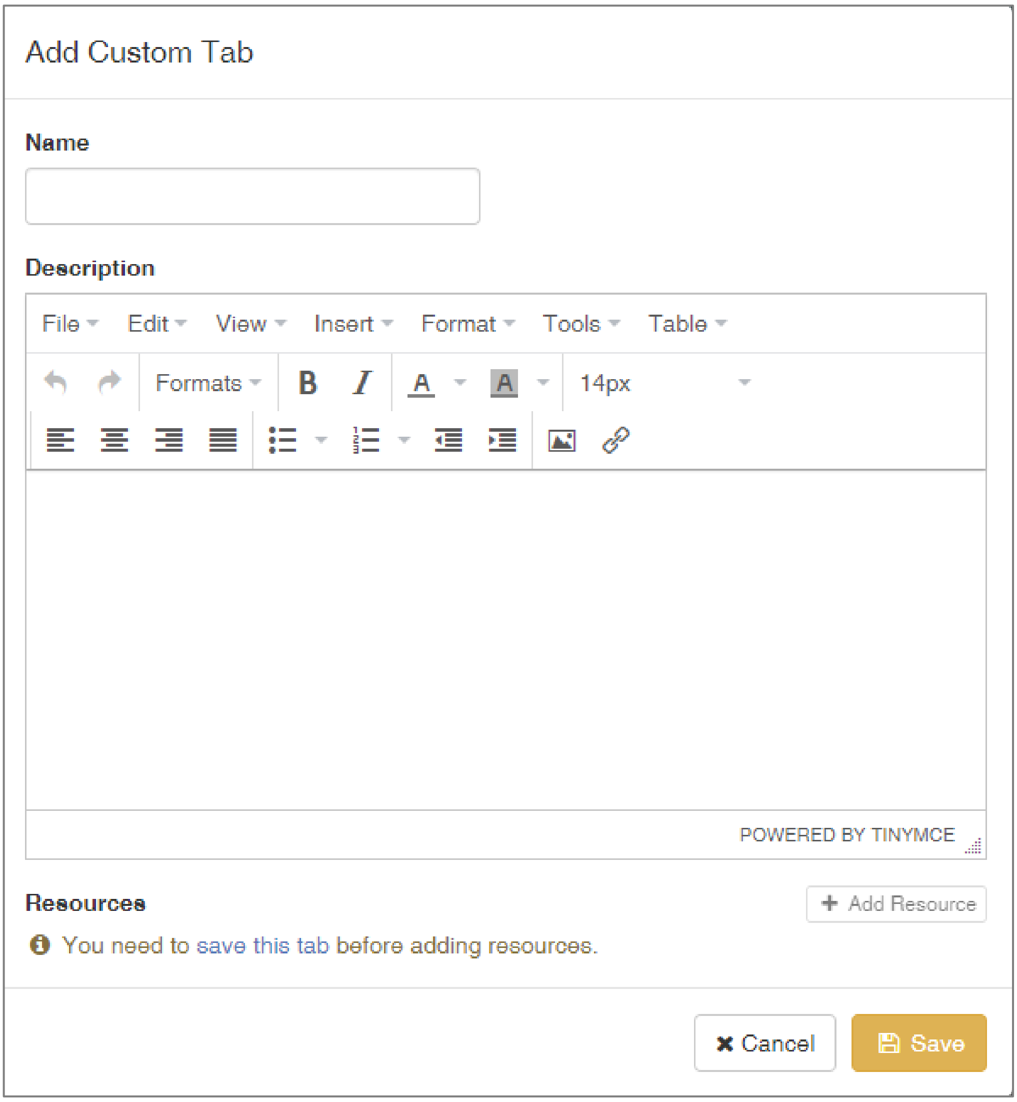
Money Smart Tabs

Financial Mappers has created two Tabs for information from ASIC's MoneySmart website. They are divided into documents and videos. You may choose to use this resource by electing to make them visible. Note how the two Tabs have been added to the Navigation Preview.

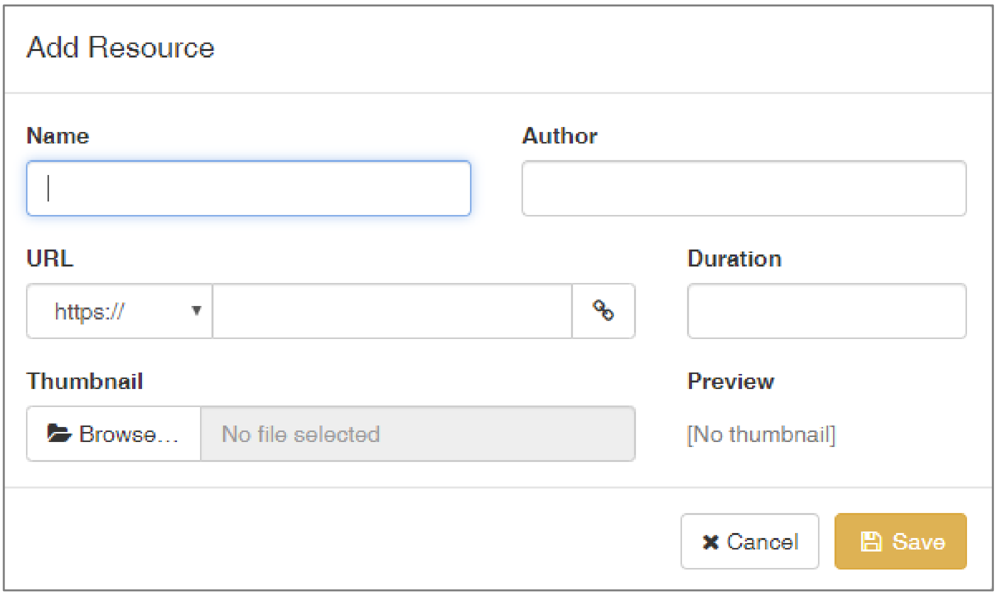


Custom Tabs

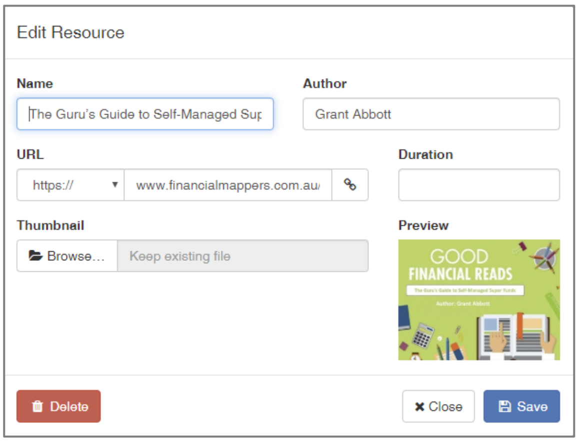
Each company may upload two custom tabs. When you click on the + Add Custom Tab, you name the tab, write a description and then upload your resources.

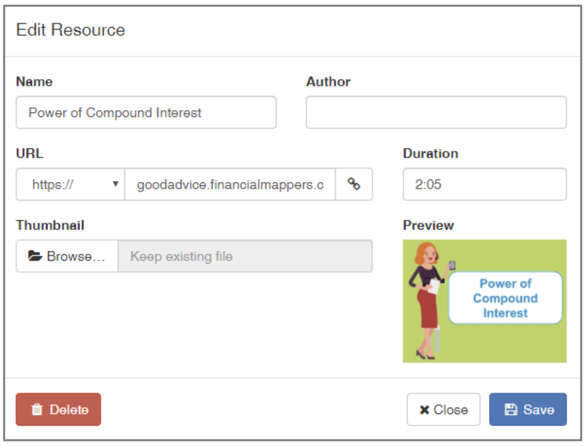


On the Good Advice demonstration, the tabs have been called **Book Club** for book reviews and **Money Matters** for some financial literacy video. You may choose your own names and content. You must SAVE the name and description before you can start to upload your content. For each resource you wish to upload, you should complete the following information. Thumbnails should be 300px x 225 px

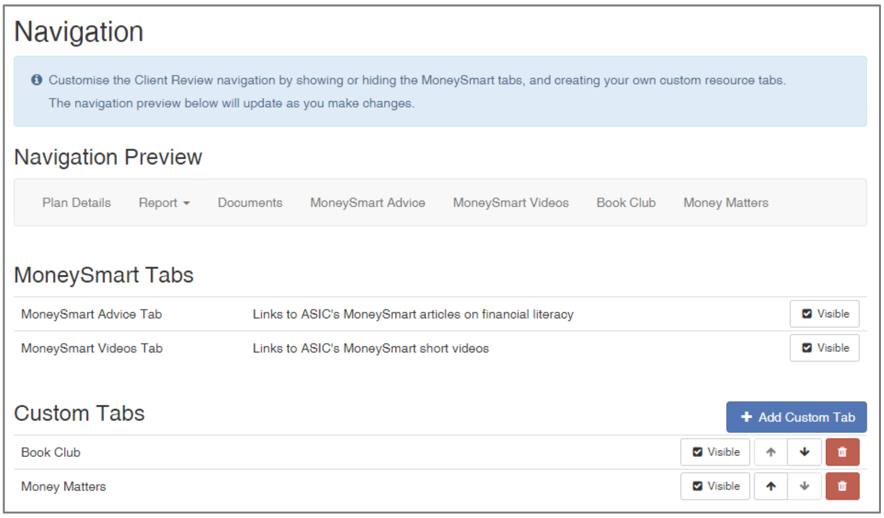


Going back to the ***Good Advice Platform***, here is an example of an uploaded resource for the **Book Club** and one for **Money Matters**:

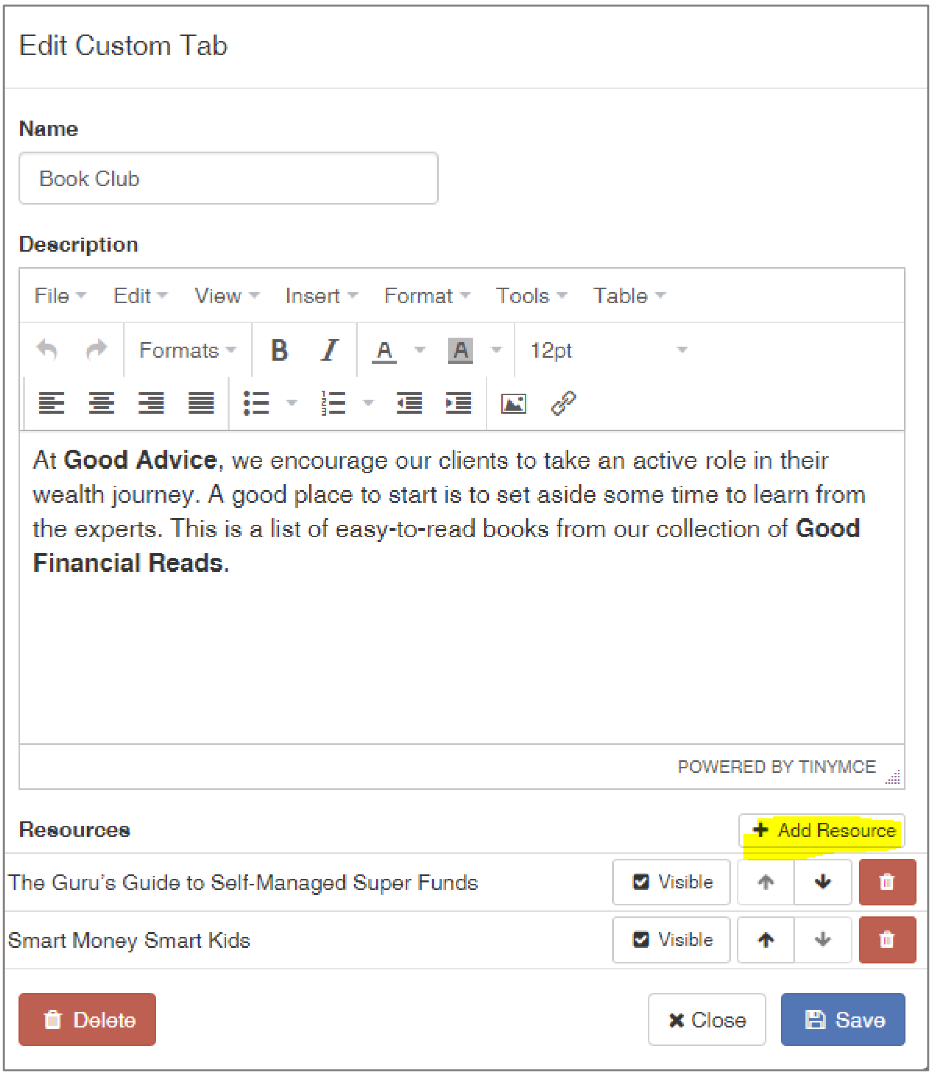




You can make multiple TABs with multiple resources. You can now see all four Tabs displayed in the Navigation Preview:

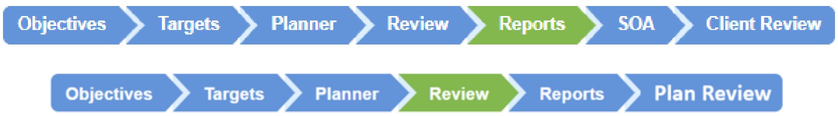


This shows the first two books uploaded to Book Club. You would continue to add your resources and use the arrows to position the content in the order you want it displayed.



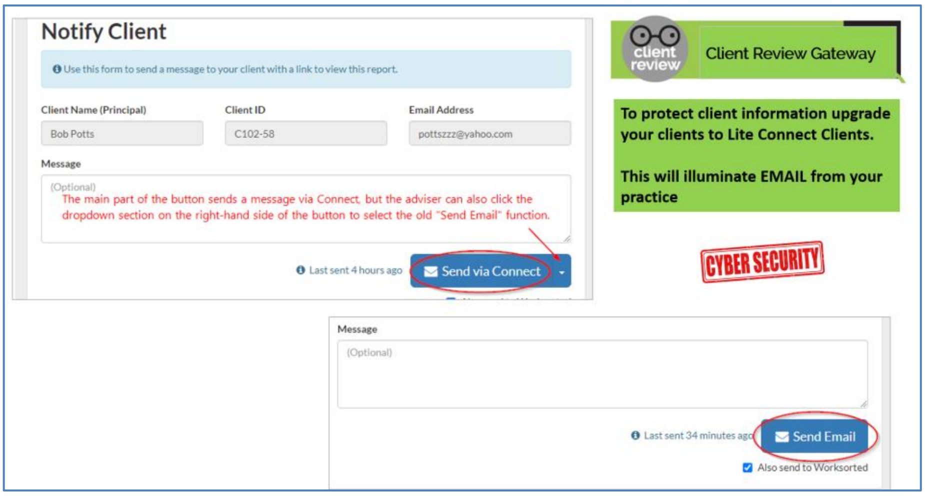
Access to the Client Review

For the adviser, using the information during a meeting, a chevron has been created called ***Client Review***. Where the adviser is using Pro^Connect^, the client will see the words ***Plan Review***. In this case, only reports made Visible to Client, will be displayed. Normally the client will access the adviser's view of the portal through a link sent by the adviser to the client. They do not need to be a Pro^Connect^ Client to access this information. However, for security reasons, it is recommended that advisers consider the value of registering all clients as Lite Clients so the ***Connect Portal*** can be used.

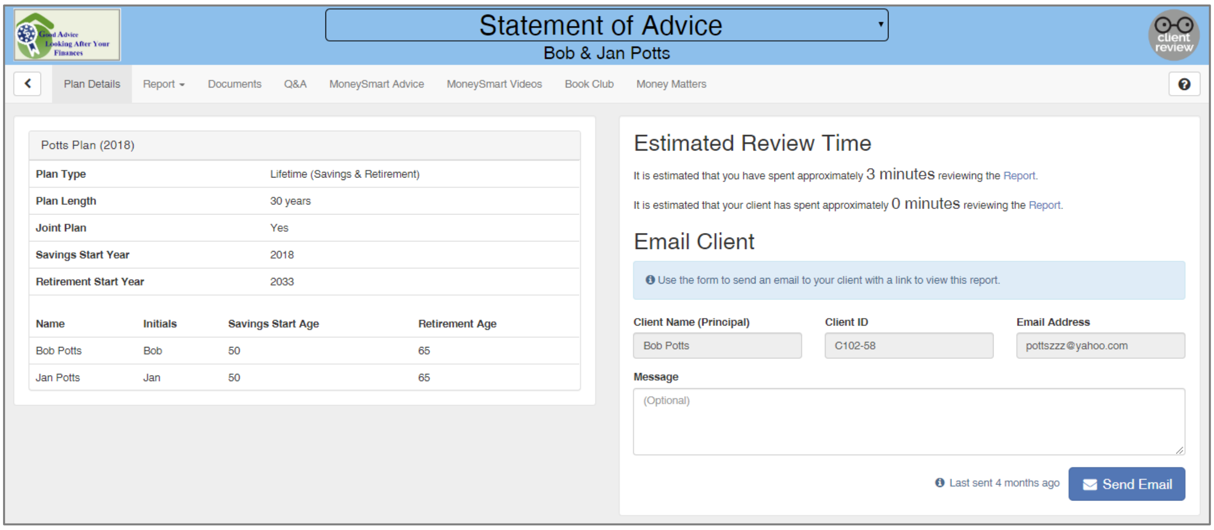


For the client, the adviser will send a link to access a specific Plan using the ***Client Review Gateway***. There will be a different link for different plans, hence you can give your client access to several different plans. Each plan may have uploaded a set of accompanying reports. It may be that you want to give your client the option of two plans and they could review both options.

To email the link your client for the selected plan, go to the ***Client Review***, and select ***Plan Details***. Here the details will be generated, and you can then add a message. The email will automatically generate the link. The better option is to use the ***Connect Portal***.



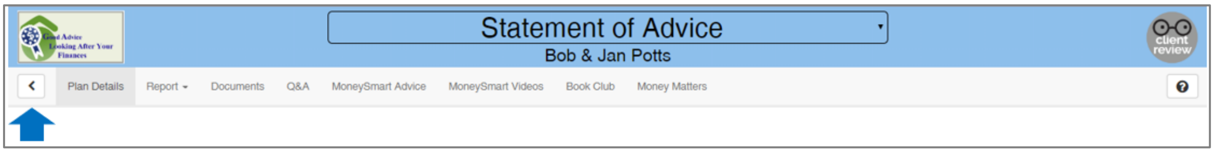
In addition, the software will keep a log of time spent reading the information on the TAB, ***Report***. This information is divided into the time the adviser has spent with the client reviewing the report. Once the client opens the link, sent by email, the software continues to time how long the client has spent reviewing the information on the TAB, Report.



Note that the view for TAB Documents will be different for your client. Your client will only see the list of documents you have selected. On your view, you will have a list of documents you have uploaded, and you can then choose whether to make them visible and in which order you want the documents displayed.

Exiting the Client Review Gateway

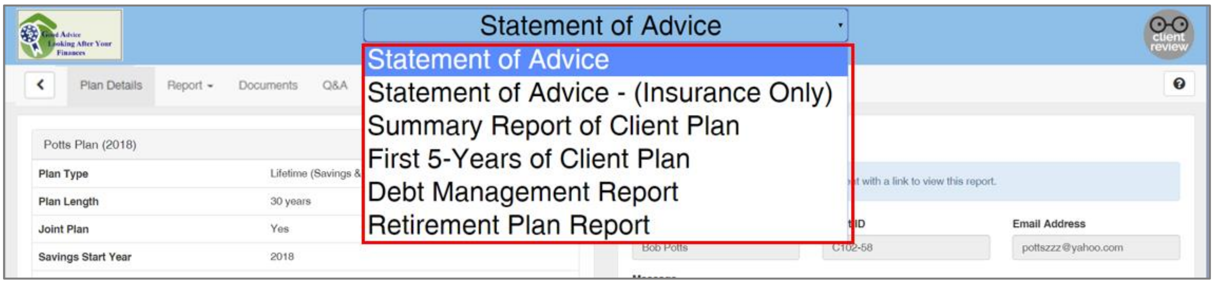
To exit the Client Review chevron, click on the back arrow in the row of TABs, not the back arrow of your browser.



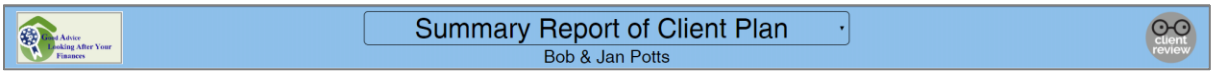
Selecting the Report to be uploaded

In the top banner there is a dropdown list for all the reports you have created for your company. Simply select the report you want uploaded. If you want to show your client different reports in the Client Review App then you would need to send links to each report, on the TAB ***Plan Details***.

This view shows the **Statement of Advice** (Full-service version) selected:



This view shows the **Summary Report of Client Plan**:



Educational Content

The FPA and ASIC have expressed a strong desire to increase educational content. It is generally believed that a financially educated client will be a more engaged client, wanting to use your advice to improve their financial situation.

Financial Mappers provides you with 4-options. You may choose the options you want. The **Client Review** will be pre-filled with all the ***MoneySmart Advice*** and ***MoneySmart Videos***. However, you can delete segments you do not want displayed.

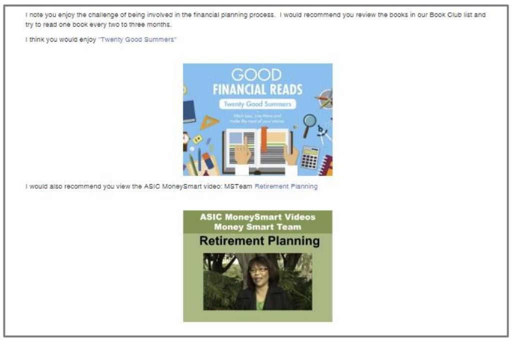
In addition, each *Financial Mappers Pro* platform has the option of uploading their own advice and/or videos.

For all this content, thumbnails (300 px X 225 px) should be created. You will then need to include the **link** to the content on your website, or elsewhere.

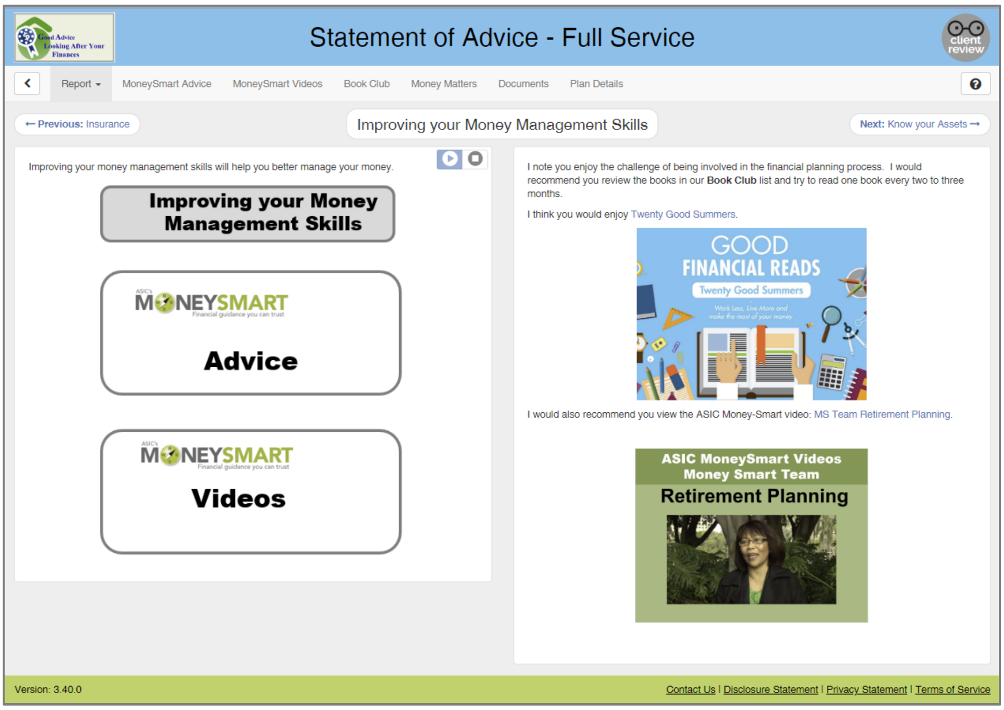
Note that Financial Mappers has created a special SOA panel for educational content, ***SOA – Improving your Money Management Skills***.
In the Statement of Advice – DRAFT for Bob Potts there are two panels:

The left-hand side panel has a fixed image, displaying logos for all the educational content. On the right-hand side is the SmartPanel, ***SOA – Improving your Money Management Skills***. This is where the adviser can recommend specific educational content for that client.

This is a panel Good Advice also has its own financial literacy conent.



In the report templates provided, the image for the MoneySmart Material only has been added. You may like to substitute this with a suitable image which includes your material.



The **Chief FM Admin** will decide which content is to be uploaded.

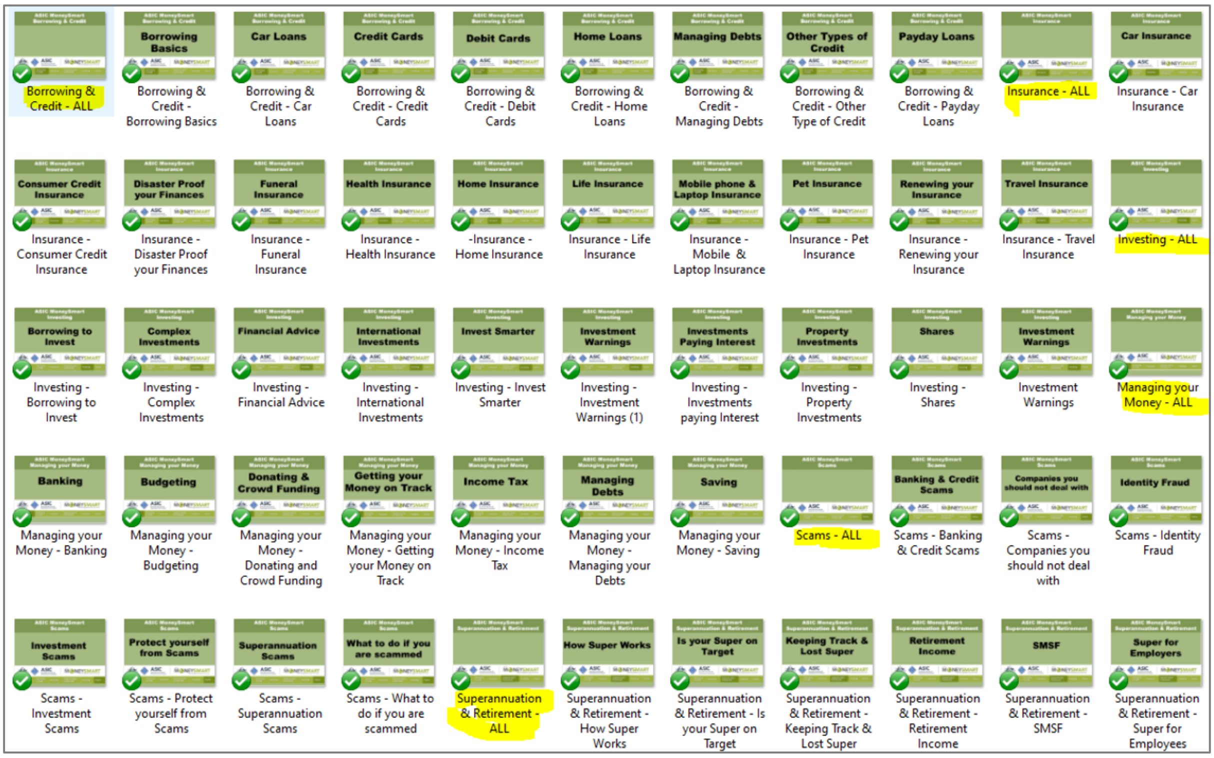
ASIC's MoneySmart Advice

The MoneySmart Advice comes in 5-sections:

1. Borrowing & Credit
2. Insurance
3. Investing
4. Managing your Money
5. Superannuation and Retirement

If you use the image with (ALL) at the end, the link will take you to the page where all the subsections can be accessed. If you just want to nominate a sub-section, they you can choose the thumbnail for that section.

If the client clicks on the TAB, ***MoneySmart Advice***, then all thumbnails are displayed with links to each topic.



If you want to recommend a sub-section, you will most likely include this in one of your SOA SmartPanels. All thumbnails for both the **Advice** and **Video Section**s are available it the document ***SOA Images and MoneySmart Thumbnails***.

ASIC's MoneySmart Videos

MoneySmart has three sets of videos:

- MoneySmart Team (MSTeam)
- Money Management Kit (MMKit)
- Indigenous

These are the thumbnails:

Educational content provided by the adviser

Here you can upload any content you wish. You will need to decide on a name for each TAB. Upload material you will need to:

- Create a thumbnail 300 pw x 225 pw
- Provide a link to the material or video you want your client to access

For demonstration purposes, the fictitious company *Good Advice*, has elected to promote educational books on finance. There the heading has been called ***Book Club***. This information comes from Book Reviews written for the Financial Mappers News Page. You have can nominate a title for your TAB. If you do not have content you want to upload, the TAB will not be displayed.

If you wanted to create a list of recommended reading, you could link the thumbnails to Amazon or a similar online book company.

These are the thumbnails used in the demonstration Client Review App:

Educational Videos provided by the adviser

Financial Mappers runs a free financial literacy program for the public. A small number of these videos have been adjusted to provide suitable educational material in video format. To keep it interesting, *Good Advice* has chosen the 'play on words' title, ***Money Matters***, but you can choose whichever title you want and upload your own educational videos if you have any.

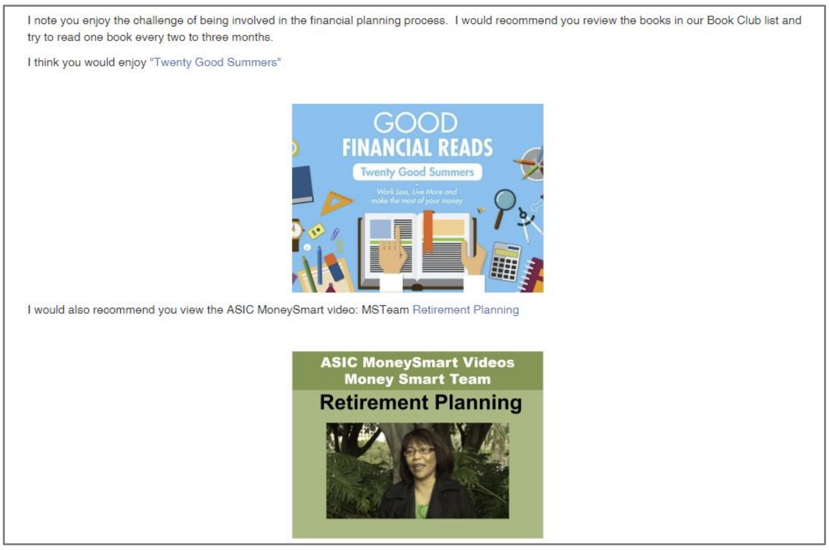
These are the thumbnails (The videos have been uploaded directly to our server). Each video is two to three minutes long.

Improving your Money Management Skills

We have created a special SOA SmartPanel called ***SOA – Improving your Money Management Skills***. Here you can write specific educational content for the client, for whom you are writing the SOA or Review Report.

To keep the Client Review interesting, you may have a Text Panel with generic information displayed on the left. *(On the template, an image for the MoneySmart information only is included, but you may like to create a similar image, adding your content)*

On the right, you could include the SOA SmartPanel where the specific advice for that client is displayed. The client can click on the link or the image which takes them to the content, in another window.



E-REVIEW Demonstration

Note that any report which does not include the words ***Statement of Advice***, has been created without using any of the **SOA Editor panels**. It may be that when you edit these reports, you may decide to include some of those panels. For example, you may want to convert the Report for retirement to a third Statement of Advice which would be used for those in retirement. You could have two reports – one with and one without SOA Editor panels and name them appropriately.

There is the facility to upload documents to your *Client Review Gateway*. It is here that you could upload the *Statement of Advice* in a format required by either your Dealer Group and/or ASIC. You can also upload FGS, PDSs and other reports you may want to generate in Financial Mappers.

We have uploaded a short video that describes how the ***Client Review Gateway*** will function.

Simply go to the page ***E-REVIEW*** , on the Financial Mappers website (Software), watch the video and follow the link to the live demonstration of 8 reports.

Pro^{Connect} Clients – including LITE^{Connect}

The optional **Pro^{Connect}** feature was designed for advisers who wanted to service the tech-savvy demographic which is increasingly demanding that they are part of the planning process. While the Millennials are a major component of this tech-savvy demographic, this client types reaches across all age groups, and income types.

The feature can be used in two ways:

- Clients review the Adviser's Plans
- Clients initiate and share their plans with the adviser

When the client logs into their account the chevrons displayed are:

The ***Plan Review*** will display the reports generated by the **Report Builder** which have been made visible to the client. It may be that you want to modify one of the template reports generated by Financial Mappers, so that the presentation is simpler.

> *If you are using the Pro^{Connect} feature you must ensure you have at least one report visible to the client.*

The ***Plan Review*** is similar to ***Client Review***, but with restrictions.

Note: This is an optional feature which incurs additional costs. Please refer to the Pricing Document for details.

Clients Review Adviser's Plans

The adviser creates a plan which is presented to the client and then after the meeting the adviser shares the plan with the client, so that the client may have a closer look at the plan. They can also modify a copy of your plan, use the modelling tools to consider "What If", or even create their own plan. They can also update their finances, including Budget costs in the Starting Position, saving you a lot of time.

Details of the technical process are in the ***Overview*** document.
For a better understanding watch this video:

Client Initiation of Plans

This is intended to build a new business model for your practice and reach out to clients, who currently don't have the income or assets to warrant full-service advice. But these clients are likely to be your future full-service clients as you help them grow their wealth or they inherit.

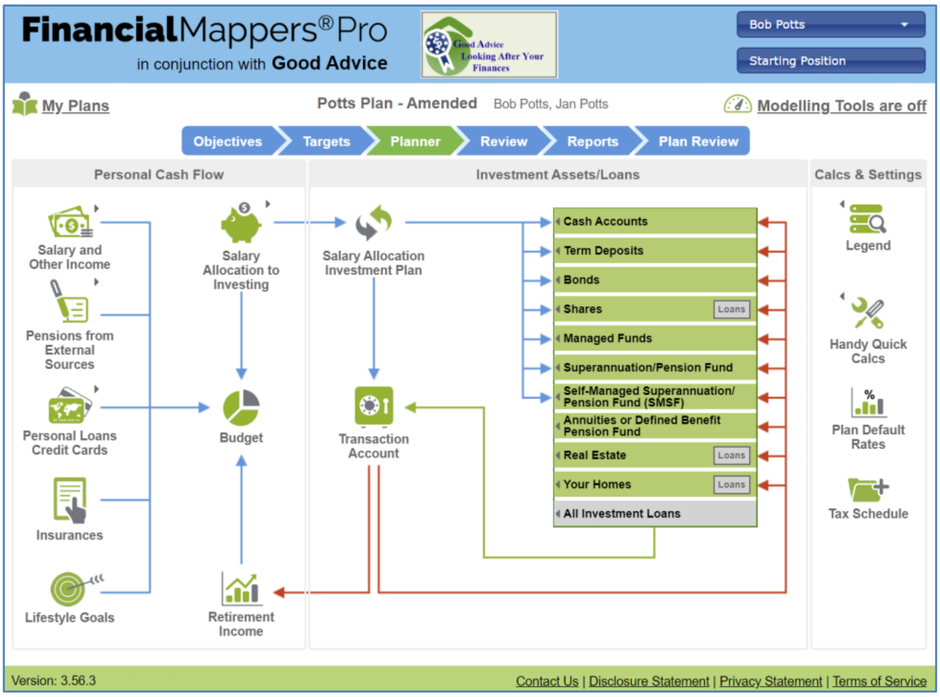
To assist advisers who want to introduce co-planning and engage with the Millennials who do not require full-service we have introduced the ***Lite Connect Client***. To assist in this process, we have also introduced on the **Starting Position** page a tab, **About Me & My Family**. This is like a mini fact find which assists you in understanding your clients personal situation. The headings are:

- My Family
- My Employment
- Health
- Estate Planning
- Investment Experience
- Investment Risk Profile
- What Advice you Require

A suggested model may be that you provide the client with an annual subscription to Financial Mappers. You could set a fixed cost annual fee for providing scaled advice on a 5 or 10-year plan where the clients asks for specific advice.

Once the plan is shared with you, you can optimize the plan, write your advice within the software and share back the new plan and your advice.

The client's view of the software is:



The ***Plan Review*** is similar to the ***Client Review***, without the adviser options to upload.

For a better understanding, watch this video.

Note: These two videos are several years old and have not been updated with the new features. Links to both videos are including in the ***Getting Started Guide for Connect Clients***.

Contact

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