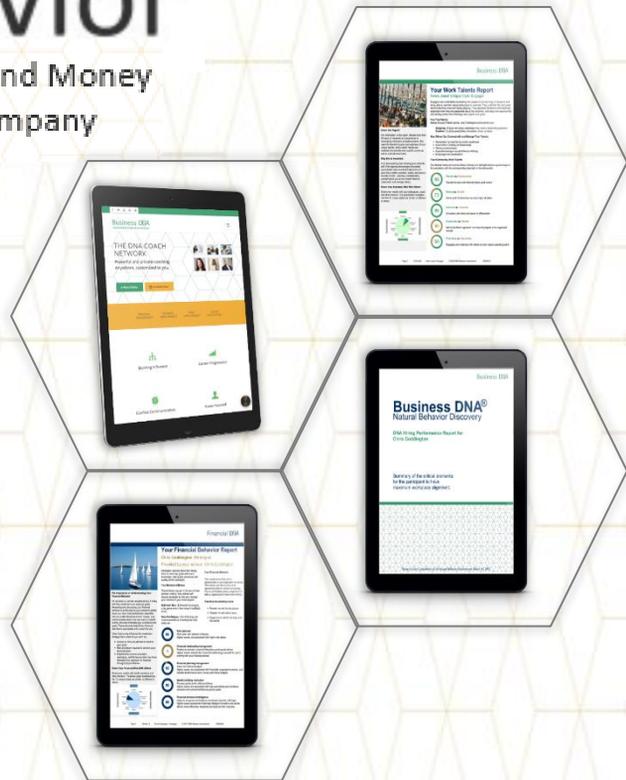




# DNA

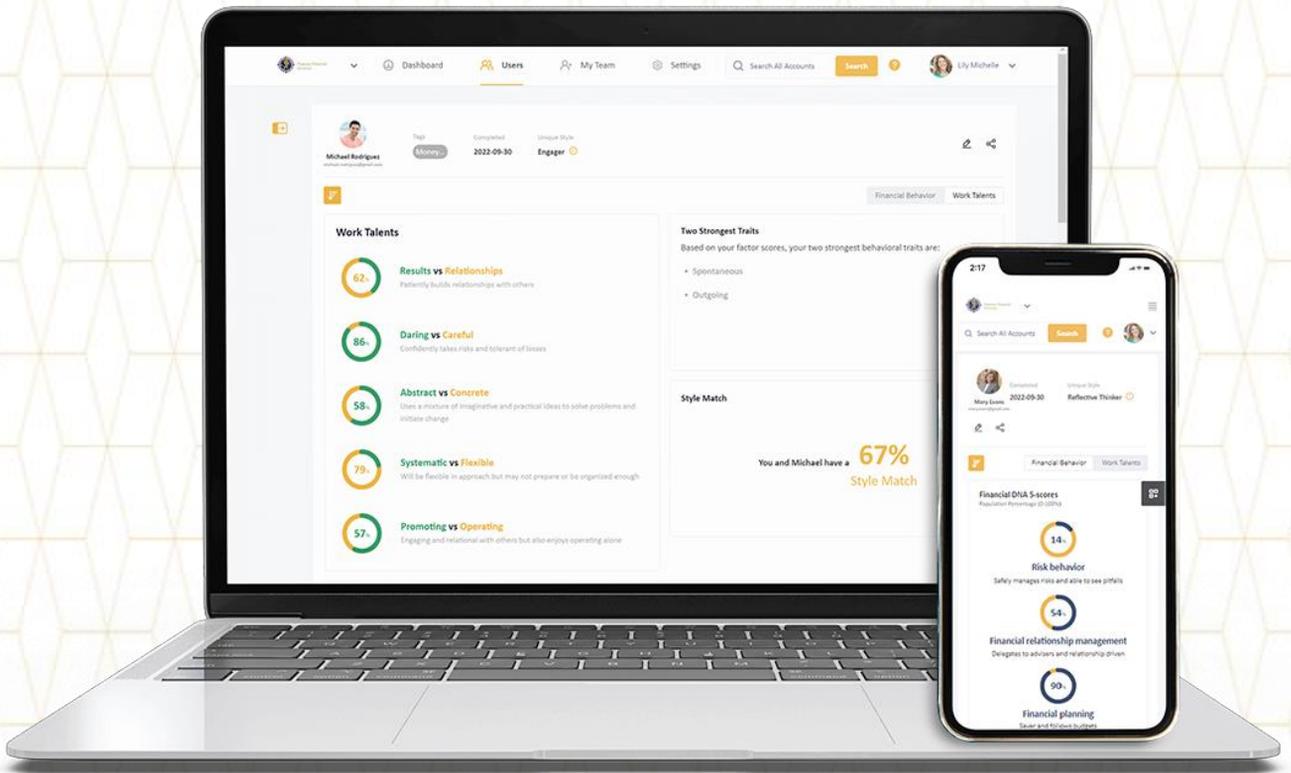
## Behavior<sup>®</sup>

The Behavior and Money  
Insights Company



dnabehavior.com

**DNA Behavior**  
Behavior and Money Insights



# Financial DNA<sup>®</sup> Client Onboarding Process

# Using Financial DNA Discovery for Financial Personality Management



## Know

- Who is the client?
- Discover the client's communication style, decision biases, goals and learned behavior

## Engage

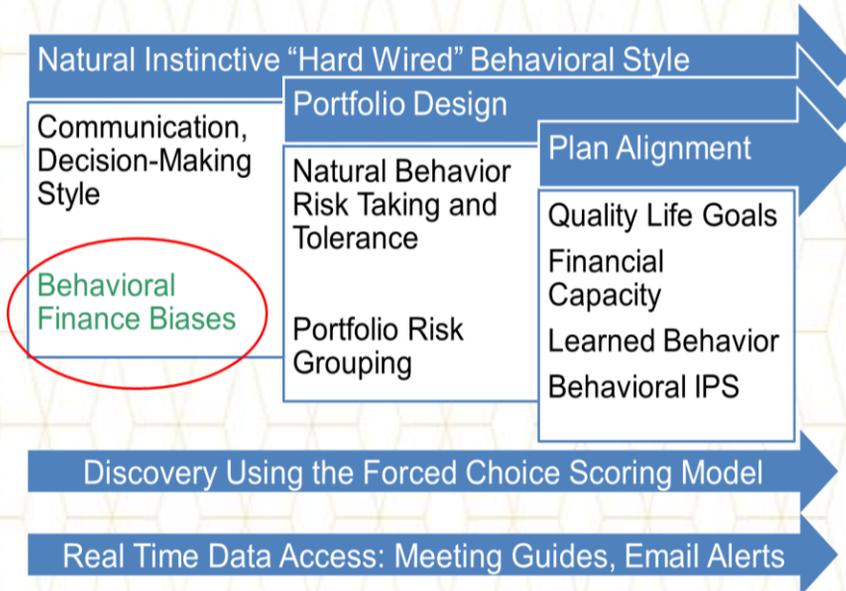
- How do you relationship manage the client?
- Communicate on the client's terms to increase emotional connection

## Grow

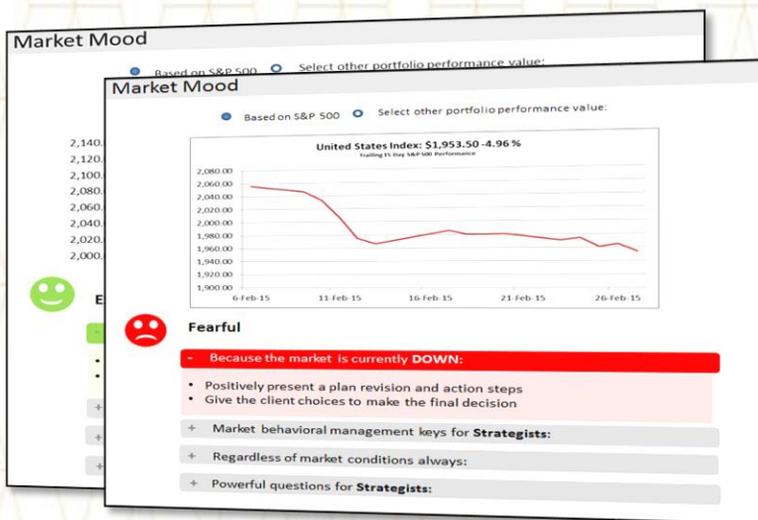
- What solutions do you offer the client, and How?
- Behavioral management by re-framing information and navigating decision biases

# Using Financial DNA Discovery for Financial Personality Management

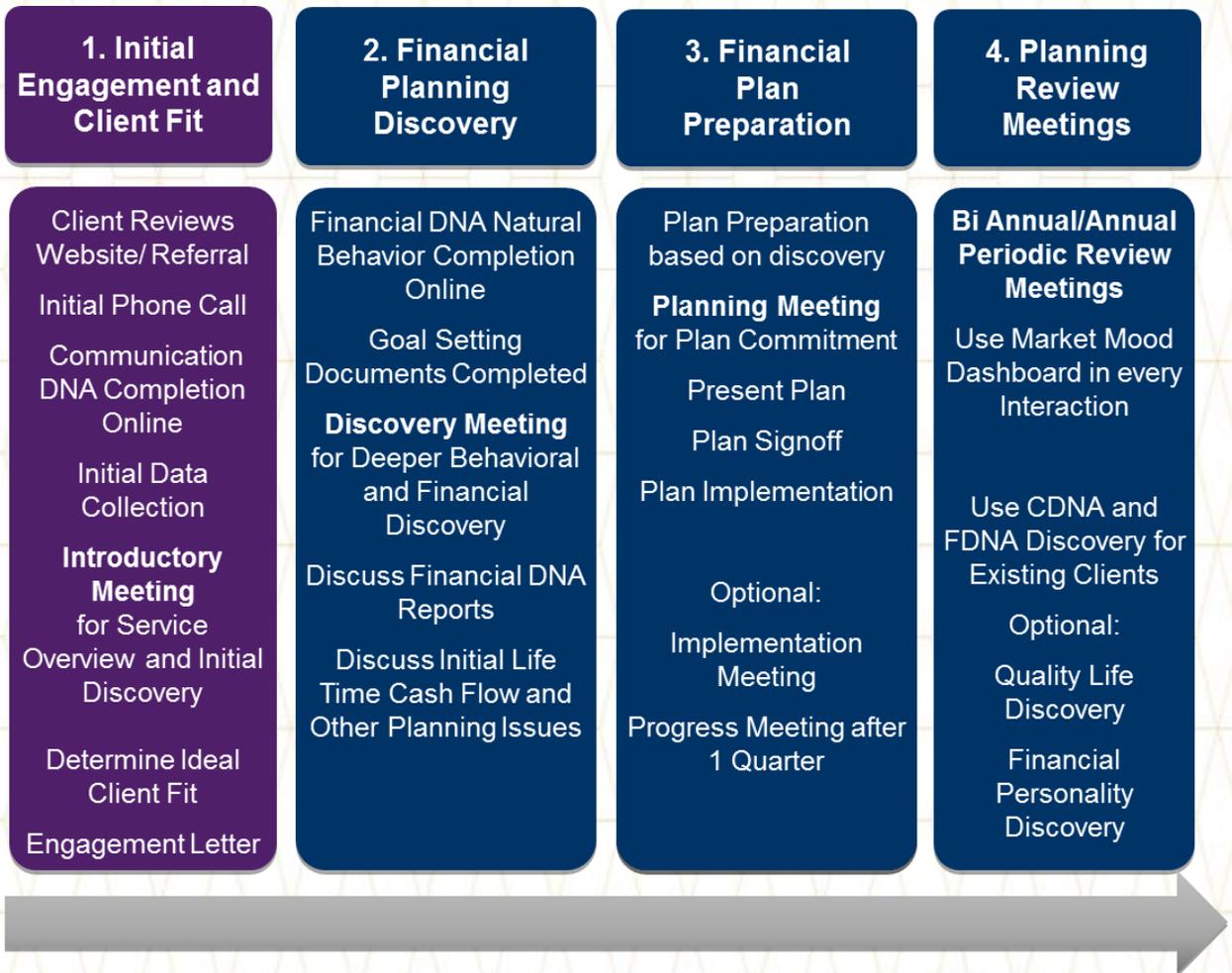
## Unique Methodology for Financial Personality Management



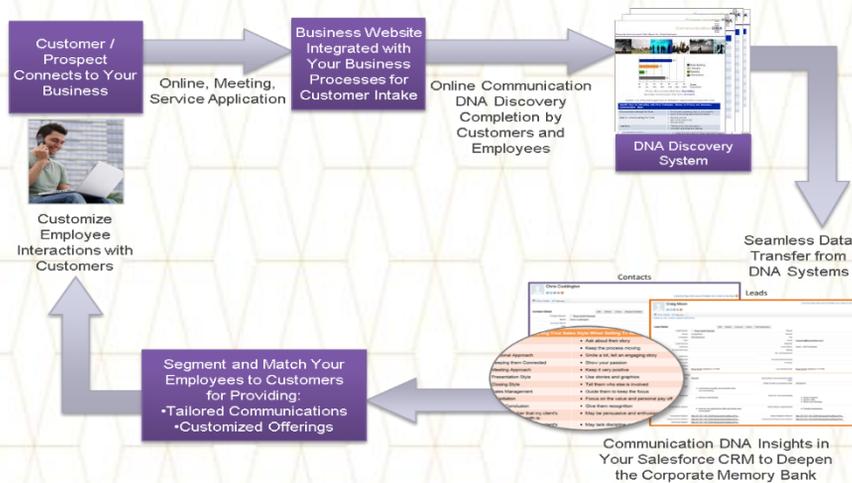
## Ongoing Behavioral Management of Clients Using Market Mood



# The Client Onboarding Process DNA Advisors Follow



# 1. Initial Engagement and Client Fit



Employees access the customer's DNA data through technology tools.

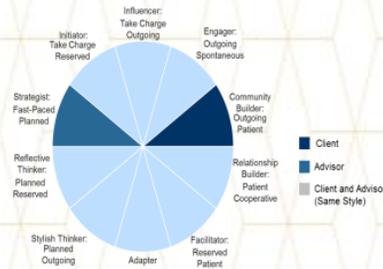


- 1 **Referral and Initial Website Review:** Prospective Client reviews website to determine interest and may voluntarily complete Communication DNA Discovery if it is offered on the website.
- 2 **Initial Phone Call:** Client makes direct contact with Firm by phone to inquire about financial planning needs. Advisor decides on whether client meets the firms minimum requirements based on assets and income.
- 3 **Advisor issues email to prospective client with links to website for Terms of Business ("TOB"), Initial Pre Meeting Questionnaire ("IPMQ") and Communication DNA Discovery.**
- 4 **Communication DNA Completion:** Advisor invites the client to complete the Communication DNA Discovery (12 Forced Choice Assessment questions, taking 2 to 5 mins) through a DNA Behavior coded hyperlink uniquely customized for the Advisory Firm. After completion, the Client will be sent by email the 1 page Communication DNA Consumer Report, and the Advisor can access the Enterprise Reports from the DNA Administration system and/or its CRM.
- 5 **Initial Data Collection:** Client completes and returns TOB & IPMQ
- 6 **Advisor reviews the IPMQ and, if sufficient, constructs a Lifetime Cash Flow Analysis and Personal Balance Sheet with Income & Expenditure Analysis using financial planning software. Otherwise ask for more information to get fuller detail.**
- 7 **Introductory Relationship Meeting:** Advisor starts initial discovery by engaging the client in a "Quality Life" discussion about where they are at and where they want to be (Appendix A). Then the advisor explains in the meeting or phone conversation the holistic client-centered Financial Planning Process to the prospective client including the "Quality Life" experience they can expect (refer Appendix B) and the data gathering process and fees. Communication DNA is used by the advisor to communicate on the clients terms and to customize the meeting experience for quickly engaging the client in financial planning and on an ongoing basis.
- 8 **Client Fit:** The Financial Planner should make an assessment of whether the client is an ideal client based on values and behavioral match. If so, advisor decides how he/she (and the team) will adapt communication and behavioral attitudes to serve the client.



# 2. Financial Planning Discovery (Con't)

- 14 Review Financial DNA Discovery Process report output (Summary and Talent Client Reports, and DNA Behavioral Management Guide Report for Advisor) in advance of meeting and put in context around key issues the client and decisions that need to be made. Focus on their decision making style, behavioral biases, investment, financial and relationship risk issues, communication style requirements and investment portfolio risk grouping preferences. If a couple, review their Financial Talent DNA Comparison report.



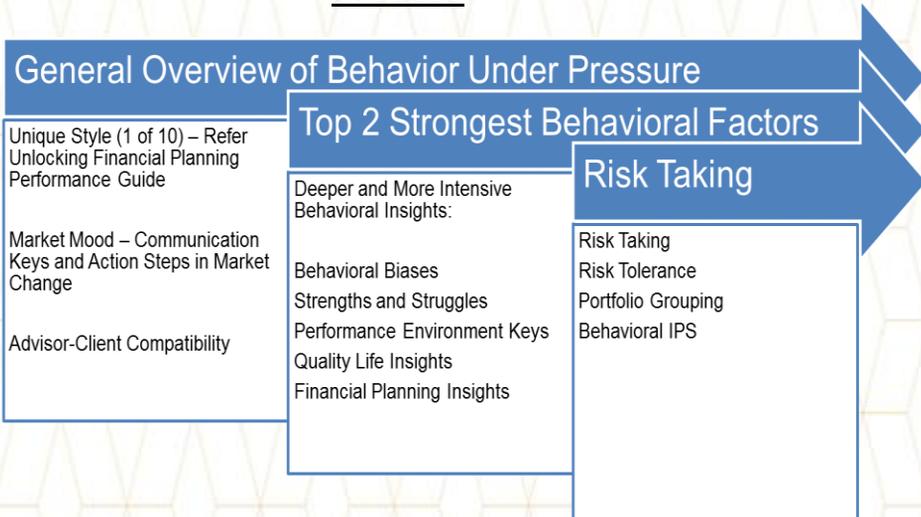
Natural Behavior Investment Portfolio Parameters							
	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7
Pop. % in this category	<2%	2-18%	19-30%	31-69%	70-81%	82-98%	>98%
Portfolio Structure	Capital Protection	Ultra-Conservative	Conservative	Balanced	Accumulation	Growth	Aggressive

- 15 Review initial lifetime cash flow, balance sheet, income & expenditure and asset allocation. Calculate after tax Initial Investment Rate of Return required, and assess financial capacity for taking risks to achieve the goals.
- 16 Prepare initial agenda for Discovery Meeting based on file notes, telephone conversation, initial lifetime cash flow analysis and Financial DNA discovery process report output. Customize the meeting using Powerful Questions from the Financial DNA reports.
- 17 **Discovery Meeting:** Client(s) attends office to provide Anti Money Laundering documents (document with identification photograph and proof of current specific residency by way of a utility bill or bank statement).
- 18 While client is in meeting with advisor, paraplanning support staff scan, save and certify the various Anti Money Laundering documents. These documents are then returned immediately to the client.
- Advisor uses a TV monitor or standalone screen on meeting table to run meeting.
- 19 Advisor introduces agenda which starts with asking for feedback from the client on their own experience of the Financial DNA Discovery Process. Ask: *How did you feel about the Financial DNA Discovery Process? Or What did you think....?*
- 20 This is followed by the introduction of the Advisor's own Financial DNA Discovery Process report output and explanation of their own various personal preferences, strengths and struggles to create mutuality and transparency. The advisor can use the DNA Behavioral Management Guide report to guide the discussion.
- 21 Advisor introduces client Financial DNA Discovery Process outputs and explains the relevance of the various behavioral finance elements to understanding the client's financial personality. The advisor probes clients past experiences with financial matters and asks them to relay how they feel they have managed past financial issues and what emotions these issues rise within them. Ask: *What are your best and worst financial decisions in the past? How aligned is this to your Financial DNA style? Also, the advisor can discuss the Natural Behavior Portfolio Risk Grouping – Refer to Appendix D for the facilitation outline*

# 2. Financial Planning Discovery (Con't)

## Financial DNA Summary Report Review

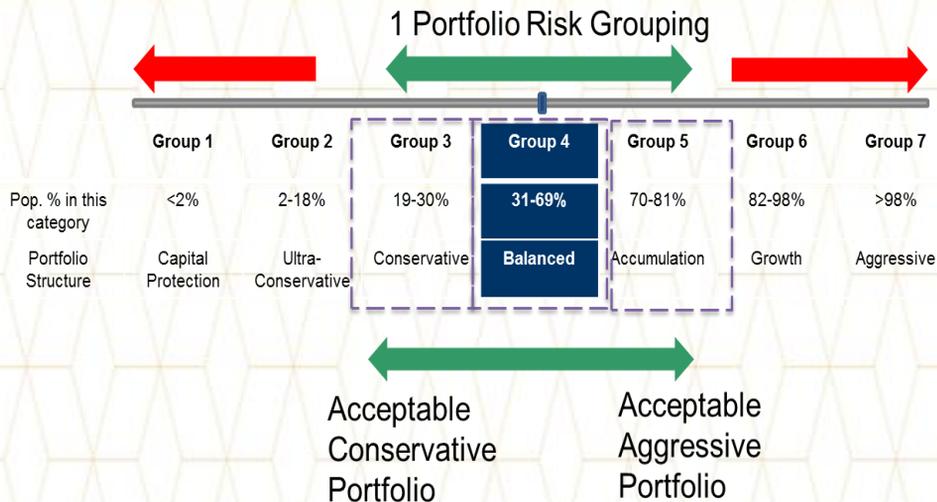
### Process



- 22 Advisor uses the monitor to introduce the Lifetime Cash Flow analysis based on current financial statement of affairs and discusses specific life goal issues and where necessary making initial amendments to the Lifetime Cash Flow graphical output on the monitor.
- 23 Advisor discusses how their financial preferences might impact on their future financial planning based on the goals that they have expressed.
- 24 At the end of the meeting an appointment is made for a follow up meeting in 2 to 3 weeks time in order to allow for consideration by the clients of the issues discussed.
- 25 Client is then advised of the fee due for the work completed to date and a check is drawn up by the client and paid before the meeting finishes.
- 26 A fee receipt is issued by the paraplanner to the client by email once the client payment has been confirmed to be in funds.
- 27 Notes on the meeting are issued separately by the Advisor with action points by both client(s) and Financial Planner highlighted.

# 3. Financial Plan and IPS Preparation

## Building a Behavior Centered Portfolio with the Client



28 Before the second meeting the Advisor reviews the Financial DNA Discovery Process output in advance of meeting focusing on the client's financial personality, including the financial behavior issues, communication style requirements and investment risk rating preferences. Also, Advisor focuses on how he/she will adapt behavior to serve the client.

Advisor also reviews revised Lifetime Cash Flow, balance sheet, income & expenditure and asset allocation.

Prepares agenda for meeting based all data and meeting notes to date, including Financial DNA Discovery.

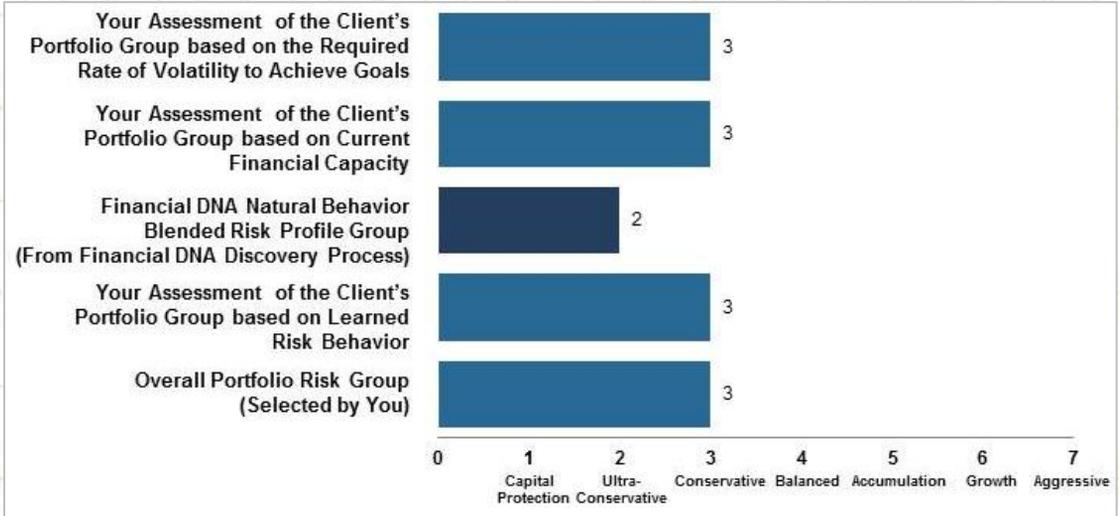
29 **Behavioral Investment Policy Statement:** Where relevant to investment and retirement monies, Financial Planner prepares and agrees Behavioral Investment Policy Statement with client. The Behavioral IPS is prepared based on a complete discussion to align the clients goals, financial capacity and goals. Refer Appendix D for the discussion items.

30 **Planning Meeting:** Client attends meeting where TV monitor or standalone screen is used. Agenda is introduced which focuses on goals and financial affairs. Advisor is, however, aware of the client(s) financial preferences and communication style and may make reference to them during the meeting.

At end of meeting client is issued with another fee note for payment in respect of the balance of work completed.

31 After end of meeting, Advisor emails clients with follow up notes or full financial plan for further consideration and action by client. Allowance is made in the financial plan for communication preferences of the client(s).

# 4. Planning Review Meetings



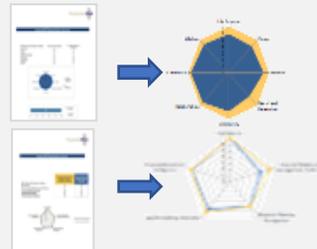
**32 Quarterly/Annual Review Meeting:** Client attends meeting where TV monitor or standalone screen is used. Agenda is introduced which focuses on review of goals and financial affairs. Advisor is, however, aware of the client(s) financial preferences and communication style and may make reference to them during the meeting.

**33** After end of meeting, Advisor emails clients with follow up notes, revised financial plan and/or Investment Policy Statement based on new circumstances and market events for approval by client.

**34 Additional Optional Financial DNA Discovery Processes to Complete - In the Upfront Discovery process or as part of review meetings:**

**Quality Life Discovery** – for Setting Goals, based on Talents, Passions, Vision, Values and Purpose (80 rating items across 8 areas taking 20 to 30 minutes).

**Financial Personality Discovery** – for discovering situational learned financial behaviors and preferences at a deeper level to build and review Financial Plans and Investment Policy Statements (29 questions taking 20 to 30 minutes).



# Appendix A: Engaging Clients in Financial DNA Discovery



## Ask your clients the following questions:

- *How do you wish to be communicated with in the financial planning process?*
- *Are you interested in discovering the behavioral strengths and blind-spots which influence your life and financial decisions?*
- *Do you have the clarity to confidently choose between the many options in building your Quality Life?*
- *Do you have a road map for the next stage of your life journey?*
- *Do you have objective clarity of your level of risk tolerance for making investment portfolio choices?*

# Pulse Check the Client's Current Quality Life

**Exercise:** Ask the client 3 to 5 of the following questions to help them reflect on the clarity they currently have in relation to the quality of their own life, and what they would like to achieve in the financial planning process.

1. Where is your life going well right now?
2. What is your greatest strength?
3. What is the purpose for your life?
4. What are you passionate about?
5. What is important to you?
6. When are all aspects of your life working well together?
7. How do you plan to realize your life and financial potential?
8. What are the best and worst decisions you have made?
9. How well are your business and family relationships aligned?
10. How do you want to be remembered?

# Appendix B: Transforming Financial Planning to a Quality Life Experience

The Financial DNA “understanding people before numbers” approach changes the balance in your life and financial planning and also in all your relationships. Our desire is you will say the following about the experience:



Changing the Balance™

I feel comfortable in being guided to self discover and share information

I am liberated by the knowledge of my true life and financial motivations

I feel heard and understood by my advisor and family members

I am satisfied the best solution has been tailored to who I am

I am confident that the right choices have been made

I am emotionally committed to the decisions I have made

I now have a financial plan to build a Quality Life

# Appendix C: Sample Engagement Letters

There are various points in the client lifecycle when Financial DNA (and Communication DNA) can be introduced:

1. Pre-the first meeting with prospects
2. Commencement of the planning process with new clients
3. Existing clients at review meetings and transition points
4. Long term difficult client relationships

The following scripts can be used to introduce Financial DNA. In addition, you can access our DNA Wealth Mentoring manual to provide further input on managing the introduction and delivery of Financial DNA



# Script No 1 for New Client (pre-first meeting)

*•“We look forward to seeing you for our meeting. Our goal is to provide you with a totally new client service experience that includes self-discovery and education. An exciting new segment in our process is the Financial DNA® Discovery Process.*

*•The first step is that we ask you to take your Communication DNA® Discovery online as preparation for our meeting. Taking this discovery will make the meeting time much more relevant to you. In this meeting we will reveal the power of knowing your complete financial personality – your Financial DNA® and how it can improve your financial decisions and align your relationships, including with us. If you would like further information, please go to [www.financialdna.com](http://www.financialdna.com)”*

# Script No 2: New Client Engagement Letter

*“Making the time we spend together more effective and helping you to reach your goals is very important to me. In order to provide you with the best service I can on a long-term basis, I would like to understand you better. I need to better be able to understand what drives your attitude to risk and financial decision-making and how best to communicate with you on your terms so that we can more quickly build the trust necessary to have a deeper conversation.*

*Building wealth is actually about first understanding your own rational and emotional zones and inherent aptitudes. I can help you to more consistently follow a pattern of decision-making that will lead you to success and fulfilling your dreams with a lot more comfort. This starts with understanding your unique financial personality.*

*For this reason, I ask my clients to complete the Financial DNA® Discovery Process to help you and me develop an objective understanding of your needs. Many of my clients have truly appreciated the clarity this process has brought from the uncovering of new information that helps their financial decision-making.*

*I will provide you with my Financial DNA® Discovery Report as well, so that you know I have also walked this path and to build my relationship with you.”*

# Script No 3 for Existing Client – in Transition

*“Whilst I have known you for the past few years, there is always more we can learn about each other. I see our relationship as a continual journey.”*

*“I appreciate that you have some significant decisions to make soon around this transition. Sometimes this can be very difficult particularly when there are many needs to prioritize and vested interests to satisfy. Further, your own emotions around the issues will also be important.”*

*“I do not want to give you advice based on assumptions from what I already know. For both of us objectively getting more in-depth information about your needs would be very beneficial. This will give us both clarity to make committed decisions for the long-term.”*

*“I suggest to my clients that they participate in completing the Financial DNA® Discovery Process to bring objectivity in changing times. Many of our clients have truly been given clarity by this process and received important new information that has helped their financial decision-making.”*

*“So that you know I have walked this path and to build my relationship with you, I will give you my Financial DNA® Discovery Reports.”*

# Script No 4 for Difficult Client

*“I have recently been considering our relationship and I am concerned about my ability to meet your needs to the level we both want. There could be many reasons for this including our natural ability to communicate with each other or my ability to fully understand and meet your needs.”*

*“I have recently introduced into our business a new process known as Financial DNA<sup>®</sup> which has truly revolutionized my ability to uncover the decision-making behavior of our clients. This has also enabled me to better communicate with my clients and in some cases decide that another person in our practice would be better suited to handling the account.”*

*“If you are agreeable, I would like you to complete the Financial DNA<sup>®</sup> Discovery Process as I believe it will provide both of us a lot of positive insight and make our relationship more effective.”*

*“So that you know I have walked this path and to build my relationship with you, I will give you my Financial DNA<sup>®</sup> Discovery Report.”*

[also add that we need to do it for **compliance purposes** to meet the “know your client rules” ]

# Appendix D: Reviewing the Natural Behavior Risk Group to Build a Portfolio

**Exercise:** Review the Natural Behavior Portfolio Risk Group assigned to you based on your Risk Propensity and Risk Tolerance.

1. How do you feel your Natural Behavior Portfolio Risk Group compares to your current attitude to investment risk based on the Investment Portfolio Risk Reward Analysis Table? *Consider* your:
  - i. Required level of investment returns needed to achieve your goals?
  - ii. Current financial capacity?
2. How do you feel your Natural Behavior Portfolio Risk Group compares to your current willingness to take investment risk based on the Potential Learned Risk Behavior Motivations Table? *Consider* your:
  - i. Current perceptions of past experiences?
  - ii. Knowledge of financial and investment markets?
  - iii. Confidence in financial and investment markets, and your own decision-making comfort?
3. Indicate 3 reasons why you would like to take a higher or lower level of investment risk than your Natural Behavior Portfolio Risk Group.
  - i. 1.
  - ii. 2. **Document in the Financial Plan and/or IPS**
  - iii. 3.



# DNA Behavior<sup>®</sup>

## Contact Us

---

For more information about DNA Behavior:

**Contact:**

DNA Behavior  
Atlanta, GA  
(866) 791-8992

✉ [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)

🌐 [www.dnabehavior.com](http://www.dnabehavior.com)

[dnabehavior.com](http://dnabehavior.com)

**DNA Behavior<sup>®</sup>**  
Behavior and Money Insights