



[www.stratoswealthpartners.com](http://www.stratoswealthpartners.com)

# 2014 Roadmap

Financial advice is only the beginning, and this is the beginning

Securities offered through LPL Financial, Member FINRA/SIPC. Investment advice offered through Stratos Wealth Partners, Ltd., a Registered Investment Advisor. Plan for Your Tomorrow, Inc. and Stratos Wealth Partners, Ltd are separate entities from LPL Financial

## What is the “roadmap” and why publish it?

We want to offer a look into what we have in development and what our near and intermediate term plans are , so our clients will know what to expect over the next 12-24 months. We have the next 12 months detailed, and a commentary at the back that addresses the possible initiatives for the following 12 months.

Regardless of size, many investment services companies do not publish their “strategic plans” for obvious competitive reasons. Rather than try to guard this from our “competition,” we feel like it is an opportunity to keep everyone in our community informed about the things that we see as important steps to take at this point in time.



## A note of explanation from Tom:

Welcome to 2014, and the beginning of our journey.

Now that we have well and truly launched, we want to take a moment to chat with you about what it means to be with us on our journey. Susan and I are committed to providing the kind of service and the kind of experience that rarely seems to exist in the industry in which we practice.

We are attempting to create a highly transparent, full-access and full-service experience. In that spirit, we are publishing our road map to show the sorts of work we are doing, the thought process behind it, the reason for the choices we are making, etc. Eventually this document is going to be rendered in HTML, and is going to be updated in some kind of ongoing fashion on our web page (more on this in the pages to follow).

For now, we are publishing it as a PDF document for our clients to be able to share feedback with us, and get a sense of the services on their horizon. This document is straight from me to you, although it does have other input along the way. Every document we publish to you is reviewed by a number of people. Some are partners with us in our business, others are legal and compliance reviewers who try to help us to stay aligned with the various regulations that govern our business.

These interested parties will also have a lot of input on how we implement many of our projects. I am just letting you know this because sometimes what we think our final project will look like when I write this will be surprisingly different at the end, and I hope I am wise enough to accept it, and that our stakeholders will understand.

As of right now, we are simply making this available to our clients and partners, but we are considering what possible groups we might eventually want to share this with. We may eventually post it to our website, and allow public access.

# The scope of the roadmap, and “how to read the roadmap”

This document is going to define a number of items that are in various stages of development, along with the target dates for delivery.

Each project on the roadmap will have an entirely anecdotal percentage score associated with it. This should be equated to a degree of confidence that this item is going to be deployed, or deployed in the time expected. Inevitably some of the things we explore will not meet our expectations, or will not be feasible for one or another reason. The percentage scoring indicates our current thinking.

Each project will have a “scope of application” icon.



Affects every or almost every client



Affects a small or select group of clients

This may eventually be published to our whole community. Our community consists of clients, friends, partners, vendors, potentially even the public (or anybody who wants to see it.) We are making this “public” because everything we do is designed to help us serve our clients more thoroughly, and we want everyone to be able to witness our commitment to that process.

Each project will also have a “visibility” icon



Valuable behind-the-scenes projects, invisible to clients and colleagues



Projects that face the world, visible to clients and colleagues

This document is going to define a number of items that are in various stages of development, along with the target dates for delivery.

Each project will include an estimated timeline for its intended launch, with our target date (our preferred date) and the outside estimate target date, which includes our anecdotal experience that everything takes twice as long as intended. We are showing this as a Gantt chart, with the beginning of the timeline bar representing our optimistic schedule, and the end of the bar representing our pessimistic (or possibly realistic) schedule.

Periodically we will update this, and send it out (or publish it to our website) and you will see that the version is changed by the date [here](#)

# 2014 Rollout timeline

	J	F	M	A	M	J	J	A	S	O	N	D
Open door communications	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Dark
PFYT Branding Launch	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Dark	Light	Light	Light	Light
Black Diamond Client Portals	Light	Dark	Dark	Dark	Dark	Light	Light	Light	Light	Light	Light	Light
Morningstar Client Portals	Light	Light	Dark	Dark	Dark	Dark	Light	Light	Light	Light	Light	Light
Fidelity Custody Arrangements	Light	Light	Dark	Dark	Light	Light	Light	Light	Light	Light	Light	Light
Expanded Portfolio Management Options	Light	Light	Light	Light	Light	Light	Light	Light	Light	Dark	Dark	Dark
Enhanced On-boarding Process	Light	Light	Light	Light	Light	Light	Light	Dark	Dark	Dark	Dark	Light
Interactive Financial Planning Platform	Light	Light	Dark	Dark	Dark	Dark	Light	Light	Light	Light	Light	Light
Enhanced Investment Policy Statements	Light	Light	Light	Light	Dark	Dark	Dark	Dark	Dark	Dark	Light	Light
Client Stewardship Advisory Group	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Dark
Custom Web Conferencing Service	Light	Light	Dark	Dark	Light	Light	Light	Light	Light	Light	Light	Light
Docupace	Light	Light	Light	Light	Light	Light	Light	Dark	Dark	Dark	Dark	Dark

Deliverables planned



No deliverables expected



## OPEN DOOR COMMUNICATIONS

Project Description and Notes:



95%

**SCOPE:** All internal handbooks, policies, portfolio research, trade rationale etc...

**PURPOSE:** To provide a robust reference area to help our clients understand what we do for them on a daily basis

**CLIENT ADVANTAGE:** Helps clients to see how the things we do might accrue to their benefit, and helps our clients to evaluate whether our actions are in keeping with our policies and our guidelines

- **NOTES:** We want to publish our “internal” documents as much as possible in order to be as transparent as possible with our stakeholders.
- Over the course of the year we will be publishing the following:
  - This roadmap (with updates)
  - Client preference polls (tell us how to run the practice!)
  - Our employee handbook (this project looks like more fun than I expected) including:
    - Mission statement
    - Code of ethics
    - Transparency Statement
  - Our Services and Compensation arrangements (with amendments as needed)
  - On-boarding expectations statement (to be amended as we complete our on-boarding project)
  - Annual Review process and expectations
  - Service Standard expectations
  - Plan for Your Tomorrow basic portfolios, and the Investment Policies governing those portfolios (to be amended as we revise and enhance these)
  - Continuity Plan and Succession Plan
  - Overview of Company Financials
- These items will be generated in the order listed above, with the hope of getting one item created and published each month.
- I will additionally be writing one or two commentary pieces each month, sometimes on investment topics and other times on service-related themes.



## PLAN FOR YOUR TOMORROW BRANDING

Project Description and Notes:



100%

**SCOPE:** All investment services company materials, emails, webpages, social media outlets

**PURPOSE:** To help our clients communicate with us better.

**CLIENT ADVANTAGE:** This leads to us launching our own social and web interactions, and means our clients will have more avenues to reach us, and for us to keep them informed about the things we are doing. Clients can choose the way they want to keep in touch, and what sort of information they want access to.

**NOTES:** When Susan and I founded the practice, we did not expect to use the name for anything, instead we figured it would be simpler just to use the name of our RIA: Stratos Wealth Partners, Ltd.

After further consideration it became clear that we would need to find a way to communicate directly with our clients, So our practice is launching a Facebook Page and Webpage to contain the “Open Door” documents referenced in that project. It became clear that as we evolved it was going to become more and more important to be clear about who we were speaking for. Hence, we are going to launch the brand of our actual practice, Plan For Your Tomorrow, Inc. We hope that between our clean reputation, our commitment to hard work, and our direct communication, we create an experience that will make our clients rabid fans!

To clarify, Plan for Your Tomorrow the name of our practice. LPL Financial is the Broker/Dealer that Susan and I are registered with, and Stratos Wealth Partners, Ltd. is a Registered Investment Advisor through which we offer our advisory services.

- Our “Identity” initiative will include the following:
  - Logo and Typeface treatment of our name (you can see the sneak preview of it on this document!)
  - Coordinated color treatment with Stratos
  - Cobranding with Stratos for use with our Web site, Facebook page
  - Facebook page launch
  - Website Launch (as an adjunct to our Stratos Web site)
- At some point later—probably 2015
  - Cobranded (with Stratos) Stationery and Business Cards
  - Cobranded (with Stratos) Email and other “collateral” documents
  - The addition (or conversion) of email addresses

## CUSTOM WEB CONFERENCING

Project Description and Notes:



100%

**SCOPE:** All clients, partners, vendors and potential clients

**PURPOSE:** To provide a simple process for conference calling, tech support, desktop sharing and web conferencing

**CLIENT ADVANTAGE:** When we do conference calls, we can share things between participants. When clients are having a challenge with technology, they can show us. We can open the portal to tech support personnel at need. We can simulate in-person meetings, while clients sit at home.

**NOTES:** We have contracted with a cutting edge secure web conferencing site—to enable a custom web conferencing solution. It occurred to us that we often had questions that developed which would be so much more easily answered if we could see what clients were talking about, and if we could show them what we had in front of us. When a client is calling with a question, and not actually in the office, we needed to have ways to make this situation more convenient, so that clients can interact with us in the most convenient manner possible.

How many times have I told clients, “If you can print that, and fax it to me at...” or “if you can screen print that and email it to me...?” I can’t even imagine. Now, we have a solution to this challenge. Coupled with our Skype capability, we are just about ready to virtually simulate in-person meetings very easily.

It is all about making our clients lives better, and their interactions with us more convenient.



## BLACK DIAMOND REPORTING+CLIENT PORTALS

Project Description and Notes:



100%

**SCOPE:** A select group of clients

**PURPOSE:** To provide real-time enhanced performance reporting, available upon client demand

**CLIENT ADVANTAGE:** For the affected clients, Black Diamond Reporting will allow clients to see straightforward and simple reports on the actual performance of their investment accounts.

**NOTES:** Everybody asks their financial person (or persons) “So, how am I doing?” Often it requires waiting for your annual review, or assembling the information from your different account statements. This gets especially tricky if you have things held in different places. This is even more complicated if you want nice charts and graphs to show you how you are doing, and the ability to drill into them to get deeper layers of information.

We like Black Diamond reporting because they create very easy-to-read printed reports, which also make really data-rich web pages. With their client portals the clients we are rolling this out to will be able to drill down through layers of data and run real time analysis on their accounts without waiting for their annual review.

If we have an agreement with the custodian and Black Diamond can get the data feed on it, we can include it.

Personalized performance reporting, in an easy to digest format. We feel so strongly that this is important that we intend to provide two separate mechanisms for it...so that each client can have their preferences met to the best of our ability.

## MORNINGSTAR CLIENT PORTALS

Project Description and Notes:



80%

**SCOPE:** All of our client accounts

**PURPOSE:** To provide enhanced portfolio analytics, performance reporting, and securities research for us to use with our clients, and an enhanced performance reporting web portal for clients to get information on-demand. Additionally, the portals will have secure upload and download capabilities so we can exchange information digitally and securely.

**CLIENT ADVANTAGE:** a depth of resources for us to help them answer questions, and easy access to get their own answers to certain questions.

**NOTES:** Most of our clients are familiar with Morningstar reports. Susan and I have used Morningstar reports for years to communicate about our portfolios.

We have never had the actual client data feeding the reports. We have always had to manually enter the current holdings, and the report would generate based upon hypothetical performance. Until now. Now we have set up an agreement with Morningstar's back office services to capture all of our client transactions and holding information, updating the data daily. This means we should have the ability to run various scenarios and plans against your actual account information. What about the most up-to-date Morningstar report on a stock you have, or some investment you inherited? No problem.

One possible capability of this relationship is to set up a web access portal for performance reporting. If we get this aspect of the project completed, we will be able to have your reports sent to you whenever they are up-to date. The reports would be delivered automatically to your client portal. Want a custom report every quarter? Same thing...check your portal. Another added advantage of this portal would be the ability for you to upload documents for us to see. We would no longer need to mail documents back and forth and risk loss or compromise in the mail. We would no longer need to have you send them to us via email, which (if you are like most people) you don't know how to encrypt.

While we like Black Diamond, this will be our go-to client communication report. We love the robust data analytics (we are a little nerdy that way) and we like the way it provides a great graphical look at your investments. We are working to get this implemented.

## FIDELITY CUSTODY AGREEMENTS

Project Description and Notes:



100%

**SCOPE:** As needed

**PURPOSE:** To provide access to additional popular custody options

**CLIENT ADVANTAGE:** Many clients like Fidelity Investments as a custodian for their financial assets, and many 401k providers use the Fidelity platform for plan assets. We will now have our infrastructure created to work with clients on the Fidelity platform, giving us another option for our clients, and the ability to help them without disrupting existing accounts.

**NOTES:** This is mostly done, and will enable us to monitor and advise on accounts held at Fidelity, as an investment adviser representative for Stratos Wealth Partners, Ltd. Our advisory clients with assets at Fidelity (like our advisory clients with assets at Charles Schwab) will have access to the resources of Fidelity Investments, the Black Diamond Reporting platform for performance reporting as well as to the Morningstar platform.

While we have a deep and meaningful relationship with LPL Financial, we do run into situations where clients prefer to have their assets elsewhere. Sometimes it is mandated by an employer. We are pleased to get our relationship with Fidelity off the ground, after a long time sorting out “ways and means.”

## EXPANDED PORTFOLIO CHOICES

Project Description and Notes:



75%

**SCOPE:** Our Managed accounts

**PURPOSE:** To thoroughly review and refresh the portfolios we manage

**CLIENT ADVANTAGE:** Accounts that might offer improved performance, lower volatility, the addition of different asset classes or layers of tactical decision making that we are not currently employing.

**NOTES:** We are always evaluating our methods of portfolio management. We view significant changes to our model architecture as decisions to enter into very carefully, and therefore we seldom make revolutionary changes. We have, however significantly added to our capabilities by aligning with Stratos Wealth Partners and with LPL Financial. Additionally, we have added capabilities that go beyond those offered by either of our partners. As such, it is worth reviewing these added capabilities to see if they can directly enhance our management process, and our portfolio design. So, we have been doing a lot of thinking about the next evolution of our portfolios. Some of the ideas we are preparing to launch are not new ones for us, in some cases we have been working on these for about two years. Some of the Enhancements recently made are the direct result of these explorations. We expect to launch our "Version Two" portfolios this year, and probably a "Version Three" enhancement in 2015.

Possible variants at this point include:

- Lower cost portfolios---designed to help keep overall client costs down
- Conditional Value at risk modeling
- Global sector portfolios unconstrained by domicile
- Tactical portfolio choices
- Collaborative Screening + Qualitative selection Equity portfolios

There is still a lot of data crunching to be done, in order to figure out which of these is the most promising addition to the lineup. As the choices are tested out, we will try to launch them in a rolling process.

## ENHANCED ON-BOARDING PROCESS

Project Description and Notes:



65%

**SCOPE:** New clients, or new accounts that come aboard

**PURPOSE:** To create a more organized and transparent account transfer process

**CLIENT ADVANTAGE:** Weekly reporting on activities that have taken place, next steps and items that are required. This should lead to a far lower-stress transition for clients that are joining us.

**NOTES:** We have thought a lot about the experience that clients have when they move over to us. We have long observed how chaotic the process of moving accounts can be. There can be lots of paper, and several steps. The various moving parts can break down, as lots of different people get involved. There are lots of ways it can go astray.

We have two different projects that will affect this experience, and this one is about creating a repeatable framework for bringing people aboard. You know what they say—you only have one chance to make a first impression. We want coming aboard to set a positive tone, and recognize that with the steep learning curve we had when we transitioned, things did not always go as we planned.

So...we have created a “process” for on-boarding with customized reports, automated reminders and dependent activities to make this experience smooth and assured. It was really amazing to see the number of variables we had to organize! Other people might be doing this out there, but I have never seen it.

Unfortunately, this only affects any new clients coming in, but I am hopeful that if this process works, we can find ways to make other processes work seamlessly as we gain experience with doing the software development work (or at least overseeing it).

## INTERACTIVE FINANCIAL PLANNING LAUNCH

Project Description and Notes:



60%

**SCOPE:** As needed

**PURPOSE:** To provide a robust financial planning experience and ongoing account aggregation, along with an interactive financial plan which can be shared securely with any financial professionals which a client might demand

**CLIENT ADVANTAGE:** Financial planning which will automatically adjust with changes in financial accounts, and a portal through which to view summary plan data, in order to observe any changes due to changes in financial markets, or account values.

**NOTES:** In partnership with Stratos, we will be launching our updated financial planning services this year, using an entirely new platform, and leveraging the services and resources of the Stratos Wealth Partners. Using the WealthVision Platform, we can offer financial plans which are substantially improved over our previous capabilities. We are presently working out the details in preparation for this launch.



## ENHANCED INVESTMENT POLICY ENGINE

Project Description and Notes:



65%

**SCOPE:** All Managed accounts through Stratos

**PURPOSE:** Generating detailed and useful investment policy statement documents for governing the decision making for our client accounts

**CLIENT ADVANTAGE:** Good investment policy statements may be useful in guiding us to fulfill a client objectives more appropriately because we will have a governing document created in collaboration with the client. It also creates continuity in-between interested parties, successor trustees and the like.

**NOTES:** Anybody who has ever heard me on the subject of investment has inevitably heard me comment on the importance of investment policies. Investment policies are awesome, and powerful. They are not quite magic, but there is something magical about the way they frame your thinking and help you decide what to do when the going gets tough or (alternatively) gets too easy. Prudent investment policies, captured in a document for reference are considered best practice by institutional investors, and fiduciaries.

Using an Investment Policy Statement may be great, but creating a good one is a grind, which is why they so rarely get written. Given how useful they are, we have decided to gird our loins and get a project done that will make this process at least pretty tolerable. At some point we hope to have a web-based questionnaire, but for now we are simply setting our sights on a pdf form (the first draft of which is under construction) which will capture the data into our client database, associate it with a client, and generate a written report of the results which will put the graphical questionnaire answers into a nice, clear (legally acceptable) text document format.

Trust me when I tell you that no matter how simple this seems, it is a challenge. If anybody was going to wager on the possibility of a project in our plan getting punted into next year, this one is a good candidate to put your money on. Since an IPS is considered a legal document then potential legal concerns about its structure and implementation could delay or prevent the completion of this project. I hope to make it happen, but this project has lots of interested parties beyond us, so we'll just have to see.

## CLIENT STEWARDSHIP COUNCIL

Project Description and Notes:



50%

**SCOPE:** 2-3 clients at a time

**PURPOSE:** To have a group of friends and clients to be a final “vote” on our initiatives

**CLIENT ADVANTAGE:** In addition to regular solicitation of ideas from our clients, as we gather up new ideas for implementation, we will need to be able to chat directly with some of our clients, to hear about how a project would affect them, what preferences or concerns they may have, or how we could find ways to make even more of a splash as we roll things out. This should help us keep the most useful changes coming!

**NOTES:** We want to have a rotation of clients, friends and professionals as an advisory council, but we have really struggled with how to do this effectively. We have definite things we want to do, and definite things we want to have guidance on.

We are trying to figure out what the forum would be, what kind of expectations we can reasonably have, how long we can ask somebody to serve, and what we could offer in return for their help. We are thinking about a rotating one year term at this point, but we are very early in the process. As the website and other items get launched, we will be using these to keep everybody posted on the process as it goes forward.

We have considered many options, and our feeling is that we will start with something simple, and probably virtual, given that we have people all over the country whose opinion we value.

We have really struggled with how we can do this, and we have placed a deadline upon ourselves to figure it out before the end of the third quarter. Whatever process we end up rolling out would probably not take effect until 2015, but we want the initial program design done this year.

My present thought process on this is that we might ask specific people to weigh in on things, dependent upon the years initiatives. Thus each year’s advocacy council would be selected based upon willingness and our particular need for that year. If we have lots of technology initiatives, we might want a client or outside professional with lots of experience with that. If our initiatives are about governance, a governance hawk would be a good choice. If we can make the “term” begin after the initiatives launch, it would be a good way to think about who to approach. Just a thought.

## DOCUPACE INTEGRATION

Project Description and Notes:



50%

**SCOPE:** Every client, but behind the scenes

**PURPOSE:** To centralize our recordkeeping, and make it virtually accessible and secure, no matter what the document is, who the custodian is, or who the governing/auditing body is.

**CLIENT ADVANTAGE:** It is really great to be able to provide documents to us and have us pull them up with the click of a button whenever a client needs to reference them. It also should enable us to improve our processing time, and therefore improve our service standards.

**NOTES:** Time spent trying to get paperwork completed, processed and filed is the biggest drain on our capacity that we face. Docupace can offer us a solution that integrates straight-through digital processing (with some custodians), scanning/bar coding filing and electronic secure document retention, integration with our client relationship management system, seamless legal and compliance integration, document tagging and secure transmission....the list goes on. It also can work with many different custodians, and has digital versions of about 18000 digital forms from different investment companies, some of which we work with.

This is an internal project, but the effects will be felt everywhere in our practice. The more we can spend time doing the things that help our clients, the better. Paperwork management is an important aspect of our practice, as is security. This is intended to help us improve both.

# Possible plans for 2015...and beyond

Given how ambitious our goals for 2014 are, I hesitate to put any of our next goals on paper yet, but including anything that spills over, I think the following items are at least a possibility:

- A custom health-care solution to try to create more coverage in a time when the landscape is changing.
- Socially/environmentally sensitive investment offerings, customized to very particular client objectives.
- “A year in the life report” which will summarize the things that we did with you during the year, and hopefully integrate some performance information, so that we can try to evaluate how the previous year was for each client or client household.
- Concierge services (if we haven’t done this sooner)

Perhaps much more, depending upon what feedback we get!



If you have comments or questions, please call me to discuss them. I can be reached at 614-300-2263. I am really passionate about what we are doing, and want to be sure that interested parties see the big picture. Very soon we will be using our blog and Facebook pages to keep everybody updated on these items, to get ideas and to solicit feedback on initiatives via polls...Until then call me directly.

Securities offered through LPL Financial, Member FINRA/SIPC. Investment advice offered through Stratos Wealth Partners, Ltd., a Registered Investment Advisor. Plan for Your Tomorrow, Inc. and Stratos Wealth Partners, Ltd are separate entities from LPL Financial