

The wealth management formula

$$\text{WM} = \text{IC} + \text{AP} + \text{RM}$$

$$\text{IC} = \text{INVESTMENT CONSULTING}$$

WM (WEALTH MANAGEMENT) =

IC
 (Investment consulting)
 +
AP
 (Advanced planning)
 +
RM
 (Relationship management)

Management of all investment elements to maximize the probability of clients achieving all that is important to them.

- Risk evaluation
- Asset allocation
- Portfolio performance analysis
- Assessment of impact of costs
- Assessment of impact of taxes
- Investment policy statement

$$\text{AP} = \text{WE} + \text{WT} + \text{WP} + \text{CG}$$

$$\text{RM} = \text{CRM} + \text{PNRM}$$

AP (ADVANCED PLANNING) =

WE
 (Wealth enhancement: tax mitigation and cash-flow planning)
 +
WT
 (Wealth transfer: transferring wealth effectively; may not be within a family)
 +
WP
 (Wealth protection: risk mitigation, legal structures and transferring risk to insurance company)
 +
CG
 (Charitable giving: maximizing charitable impact)

RM (RELATIONSHIP MANAGEMENT)

=
CRM
 (Client relationship management)
 +
PNRM
 (Professional network relationship management)