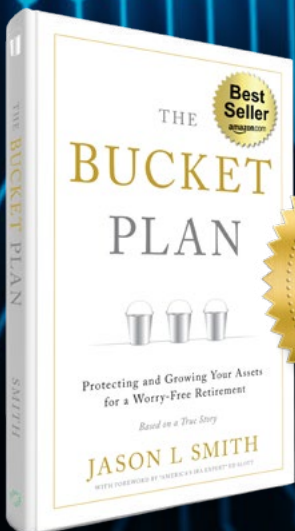


A C2P eBook

THE BUCKET PLAN® BEST INTEREST PROCESS:

A NEW FRAMEWORK FOR TEACHING YOUR CLIENTS





Much research has gone into what clients really want from their financial advisors, and two things almost always top the list: someone who explains things in a way they understand and someone who can create a plan based on their unique needs. The Bucket Plan Best Interest Process helps you as an advisor do both things for your clients. Now there is an even clearer framework for walking your clients through The Bucket Plan to convey financial aspects in a simple way, tailored to their needs.

HOW IT STARTED

Jason L Smith, CEP®, CEO and Founder of C2P, created the Bucket Plan Best Interest Process based on his [award-winning retirement planning book, The Bucket Plan.](#)

He soon realized that many advisors don't immediately take everything they learn from being trained on the process and fully execute it with their clients – they cherry pick from the best practices, such as the tools and foundational concepts.

Jason explained that these advisors inspired him to think deeper into the way advisors use the concepts versus the tools.

CONCEPTS VS. TOOLS

A concept is a way of positioning or thinking about something, while a tool is something you're going to use specifically to solve a problem or to accomplish a goal. In regards to The Bucket Plan Best Interest Process, the concepts and tools are equally necessary to create a client's holistic financial plan.

Dave Alison, CFP®, EA, BPC, President and Co-Founder of C2P, notes there are key benefits to the concepts presented in The Bucket Plan.

"Concepts are easy to implement right away because they make things simpler to explain to clients," Dave said.

"The concepts in the Bucket Plan Best Interest Process are especially appealing because they take otherwise complex, academic finance topics, and they simplify

them into things the consumer can see and understand, and therefore that the advisor can explain."

Dave added that the tools come in to play to reinforce and execute the concepts in an engaging way.

When The Bucket Plan Best Interest Process is used in its entirety, you can personalize it to your clients individual situation and it will help them feel part of their wealth management journey.

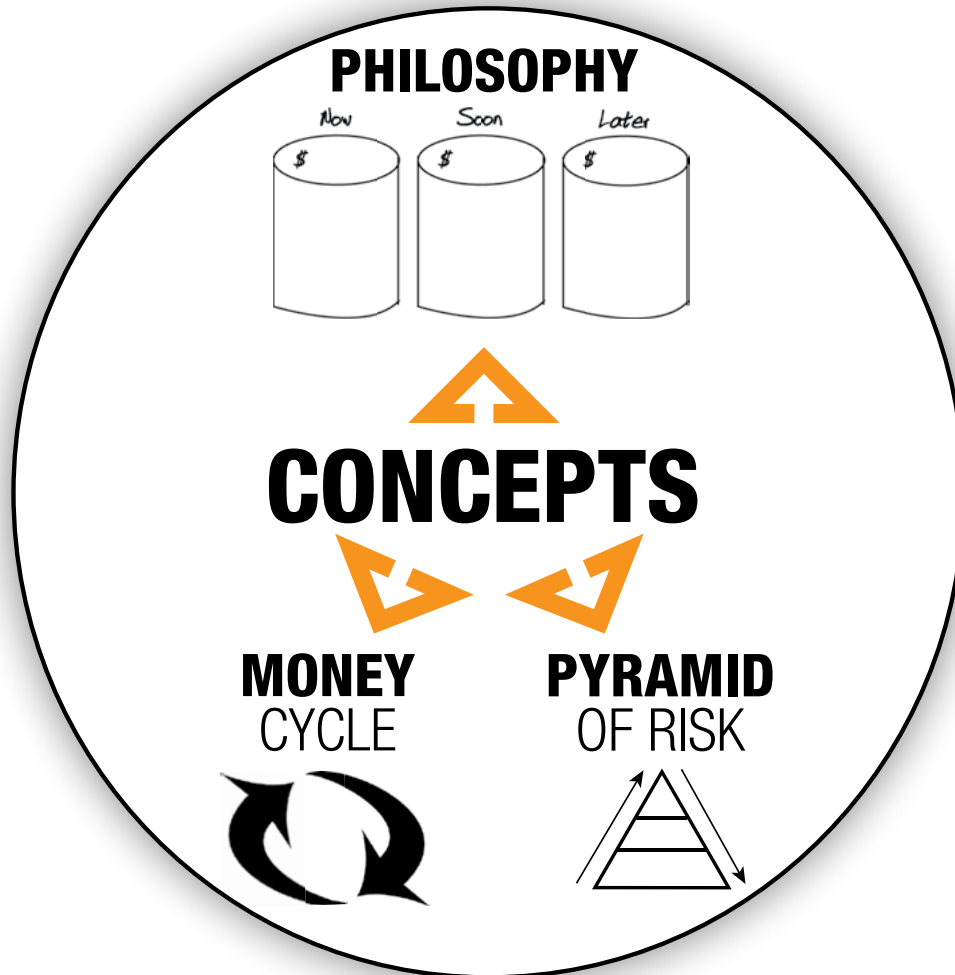
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THE FOUNDATION: CONCEPTS

1 The Bucket Plan

The Bucket Plan is the philosophy of time-segmenting money based on the purpose and the time horizon of people's assets. Bucketing is a concept that has been around a long time, but in our model, it is further simplified into the refined, three-bucket approach that includes the "Now," the "Soon," and "Later" buckets. The Bucket Plan is the backbone of this whole best interest process.



2 The Money Cycle

The Money Cycle explains sequence of return risk in a very high-level, easy-to-understand way. There are three phases in The Money Cycle – accumulation, preservation, and distribution. The biggest mistake that people make is going right from accumulation into distribution. The Money Cycle concept creates the need for the clients to have a Bucket Plan as their solution to this big mistake.

3 The Pyramid of Risk

The Pyramid of Risk speaks to how clients are going to fill their buckets. It represents all the different types of investment classes and categories advisors need to educate their clients. This concept helps an advisor explain the investment options available in order to achieve their Bucket Plan while taking into account past experiences and preconceived opinions that client may have on these particular investment types.

A NEW FRAMEWORK

To make it easy on advisors and clients alike, Jason and Dave created a model that illustrates the relationship between the foundational concepts of The Bucket Plan Best Interest Process and the tools they use to implement it.

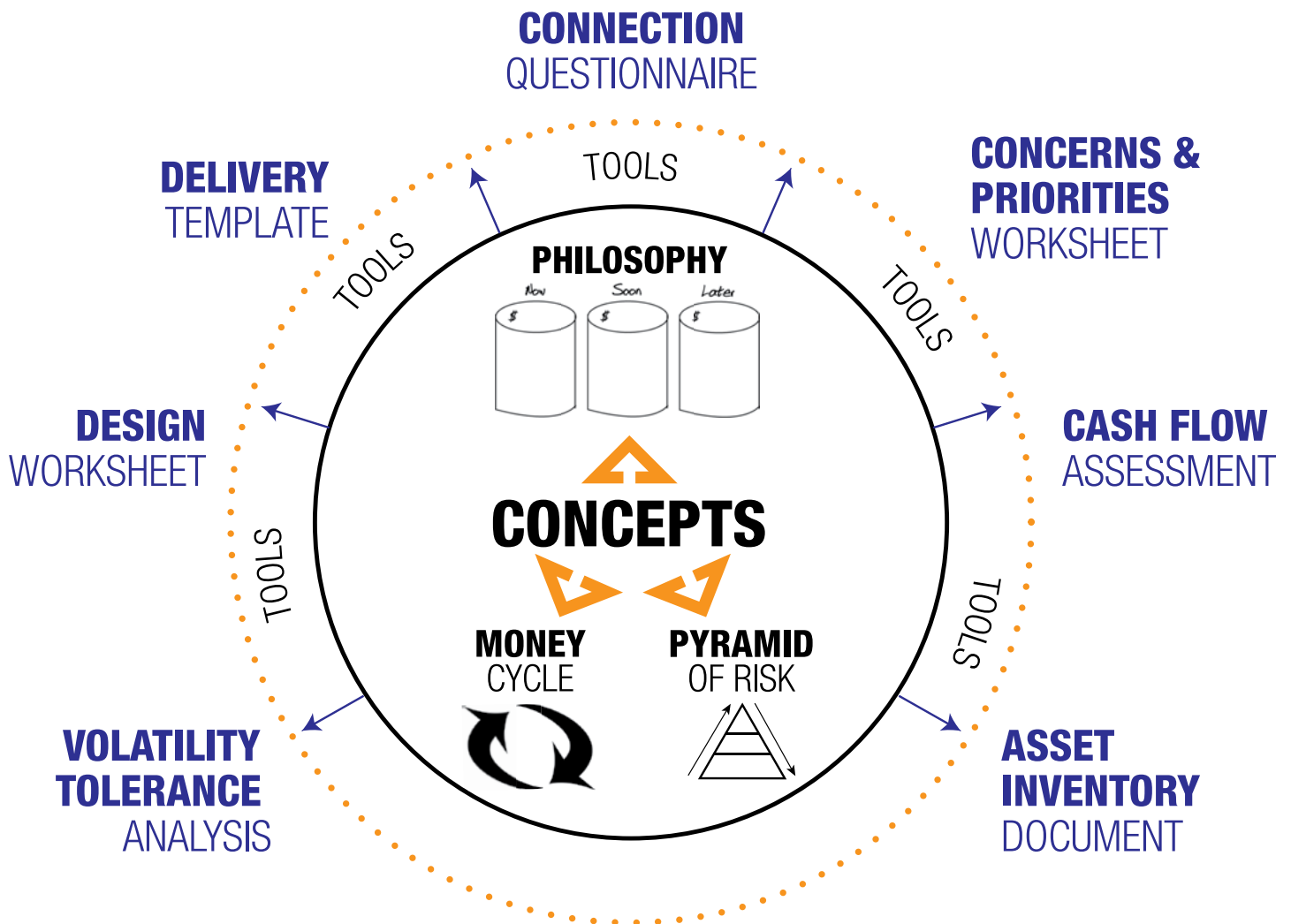
When advisors use only parts or pieces of the process, they're more likely to miss the connection between each step or skip a step entirely.

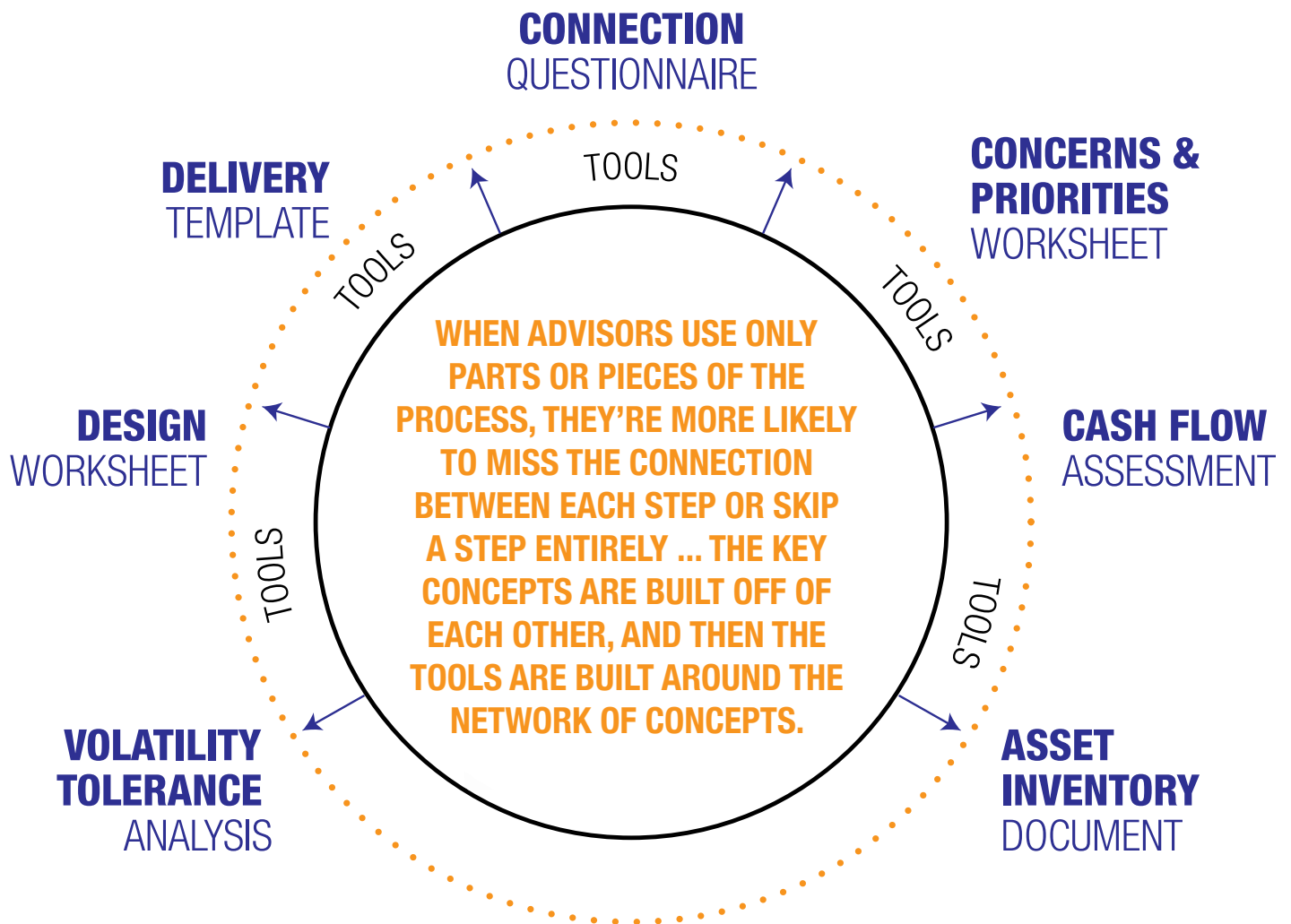
In the framework below, the key concepts

are built off of each other, and then the tools are built around the network of concepts.

The tools include simplified data gathering you will need and the design work that will go into creating a client's customized Bucket Plan.

In an [episode of The Bucket Plan® On-Demand podcast](#), Jason and Dave discuss the background around this innovative way of teaching The Bucket Plan process to clients and how its structure can uniquely benefit your firm.





1 Connection Questionnaire

Curated over 25 years of Jason's own experiences and his work with the best financial planners and sales experts, this tool is all about making the right connection. It's the most important thing you need to do and immediately builds trust between you and your client.

2 Concerns & Priorities Worksheet

This tool is used at the end of the first meeting, after making that initial connection. It's used to summarize everything that the client has learned – all the goals and objectives, all the pain points that were

uncovered throughout the meeting, gaps clients have in their current planning, and more. This tool is used to summarize all of those things and then to have the client rank them in order of personal priority.

3 Cash Flow Assessment

This tool has two components depending on who your client is. If you're sitting with somebody who is generally about 10 years or less from retirement, there's an income gap assessment to determine how much money the client needs to withdraw from their investment accounts to supplement their retirement income. For younger clients

or clients with a more complex budget or cash flow situation, there's a component for helping analyze income and expenses to arrive at the client's cash flow assessment.

4 Asset Inventory Document

This tool does exactly what the name implies. It is used to inventory everything a client has – as we dive deeper into beneficiaries, cost basis, fees and expenses, as well as specific holdings.

5 Volatility Tolerance Analysis

This tool is essentially a traditional risk tolerance analysis, but the challenge with traditional risk tolerances is they don't usually account for a bucketing approach – they

essentially lump all the client's money into one big bucket. This tool helps segment the "Soon" bucket separately from the "Later" bucket.

6 Design Worksheet

What's great about the Design Worksheet is it removes most of the guess work and thinking away from designing your client's custom Bucket Plan for you as the advisor. If you have staff or a para-planner, you're also able to take all the conversation notes and the information that you've documented along with all the tools leading up to this point and have them build out the plan for you. It's a powerful self-realization tool they need to hire you to help address their concerns and priorities.

THE BUCKET PLAN 1.0 Best Interest Process

A Proven Process to Gather More Assets

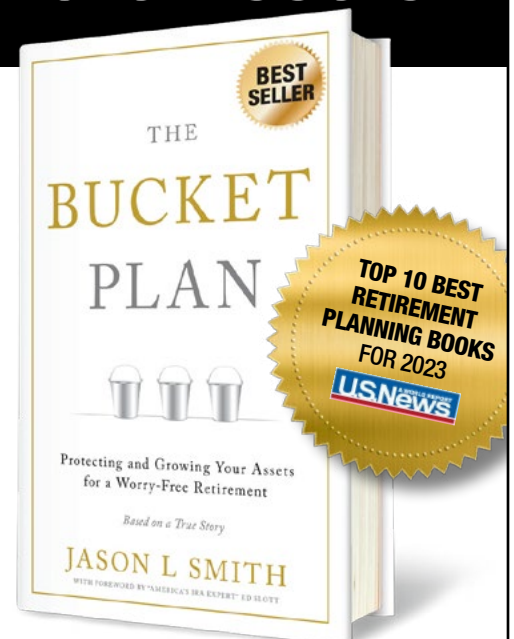
Based on the Best Selling *The Bucket Plan* book, this training will help you to:

- Increase your **closing ratio** and gather **more assets**
- **Simplify** the planning process for you and your clients
- **Duplicate** and **scale** for new and existing clients



Scan here to see
if you qualify to
attend for **FREE!**

(a \$5,995 Value)





7 Delivery Template

The Delivery Template is how you'll deliver the client's final plan to him or her. The template is a spiral bound, graphical illustration with great colors and design, so all you have to do is take all of your data – all the different things that all the tools have helped you collect – and add it into the template.

A PROVEN PROCESS

Following this simplified new framework,

advisors have a guide to fully execute The Bucket Plan right out of the gate. The concepts and the tools that make up this process are all interrelated. The concepts are how you educate and simplify and the tools are how you gather the data you need so you can provide the client with answers and action in the form of their customized plan. Using this defined process and resources to walk your clients through in a way they understand, it builds the trust and understanding which is most important to them.

➤ **Want to get access to these concepts & tools and discover how The Bucket Plan can improve and streamline your sales process? Schedule a complimentary 20-minute consultation [with us](#) today!**



ABOUT C2P

C2P is a holding company comprised of four platforms, each designed to simplify financial planning for advisors and the clients they serve. Driven to provide products and solutions in the best interest of every client, C2P offers education, training, resources, and tools to meet a client's unique financial situation, along with access to an array of investment and insurance vehicles to accomplish their goals. Each platform of C2P is committed to fiduciary best interest practices and raising industry standards for a higher quality of holistic financial planning services to families worldwide.