



SCREENING FOR IDEAL PLANNING CANDIDATES

*Wealth should **not** be the sole screening criterion for planning candidates. The three Financial Attitudes of Accountability, Participation, and Learning can provide important insights.*

INTRODUCTION

Advisors often use wealth as a means of screening for "ideal" planning candidates. But wealth should **not** be the sole screening criterion, especially because of inherited wealth. The three Financial Attitudes of Accountability, Participation, and Learning can provide important insights.

Accountability

Ideal planning candidates have an Above Average or high Average score.

Accountability measures a willingness to accept responsibility for future results. That is: "The results I get in life are up to me." Planning candidates with a high score have a natural tendency to embrace anything that might improve the likelihood of them achieving their desired results. By comparison, those with a low score believe that no matter what they do, fate or luck will "deal me the hand that I get." That is: "Why bother to plan?"

Participation

Ideal planning candidates have an Above Average or high Average score.

Participation measures active involvement in the management of money. Planning candidates with a high score should be reasonably well-organized. Obtaining data from them should be relatively easy. By comparison, those with a low score take a "shoe box" approach to their finances. Obtaining their financial data may be a struggle.

Learning

Ideal planning candidates have an Above Average or high Average score.

Learning measures the tendency to learn from past financial decisions and reflect on them when making current ones. Planning candidates with a high score will be eager to implement what they learn during the planning process. By comparison, those with a low score may gain insights, but implementation will not necessarily follow smoothly.

Note

Ideal planning candidates do **not** have to score Above Average or high Average for all Financial Attitudes. For example, they could have ideal Accountability and Learning scores, but be low in Participation. If this is the case, you can be frank with them before you begin the planning process. You can point out their low Participation score and secure their commitment to provide the requested data in a timely and thorough fashion.

When working with couples, you could find that one candidate may have desirable Accountability and Learning scores, for example, whereas the other has a desirable Participation score. One candidate may induce the couple to plan and ensure that their plan is implemented, but the other may complete the questionnaire.

IDEAL PLANNING CANDIDATES



HOW TO USE THE IDEAL PLANNING CANDIDATES SOFTWARE

Use the Ideal Planning Candidates software as follows.

1. Brand the Is Life Planning for Me? pdf file.

Vision Systems will do this for you. The pdf file is located in the following folder:

C>Documents>VisionSystems>VisionWorks>PDF Questionnaires

2. Send a candidate the Is Life Planning for Me? pdf questionnaire.
3. Invite the candidate to respond to the nine statements and return the pdf file to you.

The candidate must open the pdf file in Adobe Reader or Acrobat (not a browser window) and then respond to the statements. The candidate clicks the Submit button, enters your email address, and clicks the OK button.

4. You will receive an email from the client, with an fdf file attached. Save it in the client's name.

We recommend saving the file in the following folder:

C>Documents>VisionSystems>Ideal Planning Candidates

5. Run the Ideal Planning Candidates software and enter the candidate's responses. For detailed instructions, use the Help button.
6. Examine the candidate's Psychographic Grade. For a couple, the Aggregate Grade is displayed.

INTERPRETING THE PSYCHOGRAPHIC GRADE

The Results table places the candidate's scores in one of three columns and compares his / her scores with a national survey. For a couple, the Aggregate table displays the higher score for each attitude.

- Average Scores are in the Average column (middle). An average score offers no meaningful insight. The low and high boundary scores for the Average Range are from a national survey. They are displayed in the grey columns to the left and right of the middle column.
- Low Scores are in the Below Average column (left). A score in this column indicates that at least 84% of the population would score higher.
- High Scores are in the Above Average column (right). A score in this column indicates that at least 84% of the population would score lower.

Interpret the Psychographic Grade as follows.

- A** Ideal.
- B+** A very strong candidate.
- B** A good candidate, although there may be some issues. For example, the candidate might have a low or low Average Participation score (see the Introduction).
- B-** Unlikely to be a good life-planning candidate.
- C** Avoid candidates with C scores.