

## Financial Planning Career Path

### A FLOW CHART FOR PLANNING AND MANAGEMENT GROWTH OPPORTUNITIES

- *Developing Technical Financial Planning Expertise*
  - *Developing Management, Marketing, and/or Service Expertise*
    - *Developing Mentoring and Management Expertise*

POSITION RESPONSIBILITIES

	Financial Planner	Senior Financial Planner *	Private Wealth Advisor	Senior Private Wealth Advisor	Managing Director
<b>CLIENT SERVICE</b>	95-100% planning (technical)	75-85% client service	60-85% client service	50-75% client service	40-60% client service
<b>BUSINESS DEVELOPMENT</b>	Modest business development requirements	5-10% business development	15-30% business development	20-35% business development	20-30% business development
<b>TEAM MANAGEMENT</b>	No management requirements	No management requirements	5-10% management	10-25% management	10-40% management
<b>CLIENT RELATIONSHIPS</b>	No requirements	Relationship responsibility for 10-25% of Sr. PWA book	Responsible for relationships with personal clients being served	Responsible for team and personal client relationships	Responsible for branch's and personal client relationships
<b>FOCUS</b>	Technical support of Private Wealth Advisor	Increasing client responsibility and technical support of PWA	Service of Sr. PWA client relationships; development of new client relationships	Development and service of personal and team client relationships	Development of branch's client relationships, staff development, and service of personal client relationships
<b>TEAM MEMBER DEVELOPMENT</b>	No staff development requirements	Trains and mentors FP; begins to delegate and accomplish work through CSA and FP	Hires/mentors CSA, FP, or Sr. FP	Develops PWA	Develops PWAs and Sr. PWAs

\* There are two additional promotional paths from the Senior Financial Planner:

- Service Advisor to Senior Service Advisor: focused on serving existing clients vs. generating new business
- Operations Manager: focused on internal branch administrative, managerial and operational support