



What is Financial Planning?

Financial Planning is a process, not an isolated event. This process requires that you clearly understand what Key Financial Services can do for you and what you can expect from us as professional financial planners. It also requires your trust in us and willingness to follow through the process in order to achieve your goals.

There are six steps in this process:

Establish and define your relationship with Key Financial Services and its professionals. We will explain the services that Key Financial Services can provide to you and what are our responsibilities to you. We will fully disclose how we will be paid and by whom. Compensation may be fee-only, commission, or a combination of both.

Key Financial Services will help you gather data and outline your goals. We will ask for information about your financial situation. We will work with you to define your personal and financial goals, understand your time frame for results and discuss, if relevant, how you feel about risk. The information that you provide will remain confidential.

Key Financial Services will analyze and evaluate your financial status. We will then analyze your information to assess your current situation and determine what you must do to meet your goals.

Key Financial Services will develop and present financial planning recommendations that address your goals. We will review our recommendations with you to help you understand, listen to your concerns and revise the recommendations as appropriate.

Key Financial Services will help you to implement the financial planning recommendations.

We may carry out the recommendations for you or serve as your “coach,” coordinating the whole process with you and other professionals, such as attorneys or accountants.

Key Financial Services will help you to monitor the financial planning recommendations.

We will work with you to determine who will monitor your progress towards your goals and how monitoring will be carried out. If we are in charge of the monitoring process, we will report to you periodically and adjust the recommendations, if needed, as your life changes.

As a result of this process you will be able to

- * Set measurable and achievable goals.
- * Understand the effect your financial decisions have on other financial issues.
- * Re-evaluate your financial plan periodically.
- * Take charge - you are in control of the financial planning engagement.
- * Look at the big picture - financial planning is more than just retirement planning or tax planning.

REMEMBER:

- * Start now - don't assume financial planning is for when you get older.
- * Start with what you've got - don't assume financial planning is only for the wealthy.
 - * Don't confuse financial planning with investing.
 - * Don't expect unrealistic returns on investments.
 - * Don't wait until a money crisis to begin financial planning.