

Financial Wellness: Planning for Executives & Key Employees



Employees who participate in financial wellness and planning not only make better financial decisions, but they are better prepared for retirement, are confident with their financial goals, and are happier and healthier.


According to a study conducted by Fidelity Investments two-thirds of corporate executives surveyed acknowledged the need for third-party expertise when planning for their financial future. Yet, two-thirds also wanted to remain directly engaged in the financial planning process, as opposed to delegating it fully to others.



The same study asked executives to identify their more pressing concerns. The results demonstrated greater levels of concerns by corporate executives than other millionaires in almost every single subject area covered by the survey.

	Corporate Executives	Millionaires
Managing Investments	51%	47%
Supporting Retirement Life Style	44%	45%
Increasing Wealth	43%	36%
Estate Planning	41%	38%
Supporting Current Lifestyle	37%	26%
Tax Planning	34%	30%
Financial Security	33%	28%
Education	28%	25%
Leaving an Inheritance	28%	24%

Source: The Fidelity Millionaire Series 2018



Retirement savings and health care costs put employees' financial security at risk

According to a recent study by ADP, workers report high levels of stress related to their personal finances, and it impacts their performance in the workplace. Sixty-five percent (65%) report stress related to their financial situation at moderate to high levels, and 29 percent of those with high financial stress spend about an hour each day on personal money matters during work hours.*

**Financial Wellness Survey, Retirement Insights, LLC May 2018*

From the employer perspective, it is the cost of health care, (35%), saving for retirement (20%) and current living expenses (18%) that threaten their employees' financial wellness.

Effective financial planning must address the following core needs and fundamental objectives of any corporate executive or key employee.

1. Maximizing the rewards of working as an executive or key employee
2. Achieving financial independence defined as the state at which an employee can afford to retire or pursue other passions in life.
3. Planning for and minimizing taxes
4. Planning for others
5. Managing risk

Stated most simply, the principal goal of financial planning/wellness is to provide financial peace of mind to employees as well as his or her family and other dependents.

At My Financial Coach, we not only provide your executives and key employees financial advice based on their goals, we help employers communicate the total value of a compensation and benefit package, which in turn allows employees to make educated financial decisions. Understanding these benefits packages has proven to boost employee retention, satisfaction and productivity.

WHO WE ARE

Put your trust in the hands of unbiased Certified Financial Planners™ that will help get you where you want to go. At My Financial Coach, we believe in helping people pursue something beyond wealth... pursuing a larger calling...a passion. A key component of this pursuit is confidence. Confidence that your financial coach is your partner and has your goals and best interest at heart. We are an independent fee only financial wellness/planning firm working with clients and their families in a fiduciary capacity to help them achieve and maintain financial peace of mind, preserving wealth, and building a legacy.

WHAT WE DO

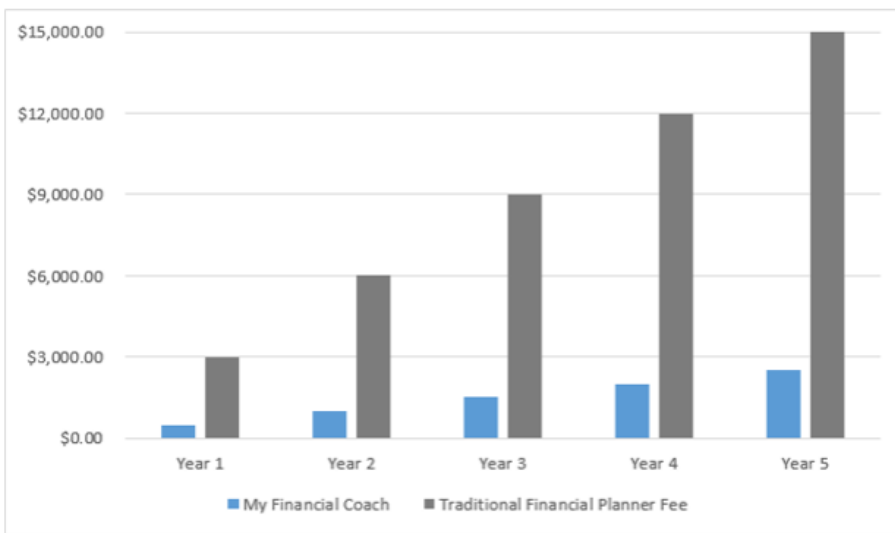
We make people and organizations better. There isn't anyone that we can't help improve. That is what we do. Developing a personal financial plan is the most important component in achieving financial security. Our holistic financial planning process accounts for all of your needs to create the map that will guide your journey. We work with your employees one-on-one, to provide them advice based on their goals. By acting as the primary resource for all financial matters, we are able to integrate an employee's corporate benefits with their personal assets to create one comprehensive financial strategy to help them build wealth.

HOW WE DO IT

It's not what we do but how we do it that brings better results to our clients. We partner with employers to create a more productive workforce by providing financial wellness through an affordable process of educating executives and key employees on a broad range of topics, including employee benefits, wealth transfer, estate planning, retirement and reducing debt.



We are able to do this at a fraction of the cost of traditional financial planning fees.



*according to Nerdwallet

Cost of Planning

Data Gathering

Meetings

Financial Product Design

Multiple System Cost

Registration Cost

Office Costs

Affiliation Cost



MY FINANCIAL COACH

Uses Technology to keep up-to-date Virtual Statements

Virtual Guided Meetings that are Flexible

Has no products to offer directly to the consumer

Is Focused on Systems for Financial Planning

Registers CFP®s

Virtual Based Office

Is not owned by a larger company

Traditional Advisors

Lengthy data gathering process that requires time

In-person meetings that force advisor/client travel costs

Must design product solutions within their planning process

Must keep in place product systems, planning systems, product compliance systems

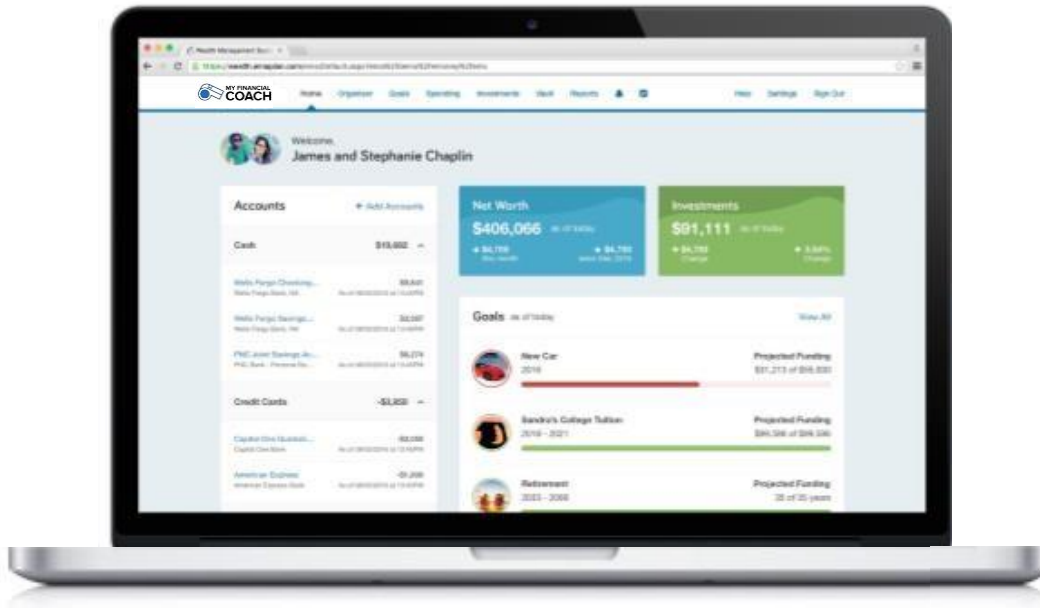
Must register CFP®s, Register Financial Product Licenses, Register Financial Manager Licenses

The "nice" office that must be kept for drop-ins (using your dollars)

Often affiliated with a larger company that charges overriding compliances and affiliation costs

What We Provide

We make your life easier by providing unique services for staying organized, updated and prepared.



- Organizer

Connect all your accounts for a consolidated view

- Track Spending

Know how much you're spending, and where

- Investments

Interactive charts and detailed views help monitor all your accounts

- Screen Sharing

Join a screen sharing session with your Coach quickly and easily for interactive planning anytime, anywhere

- Budgeting Tools

Set budgets to help reach your savings goals

- Mobile

A complete financial picture available on your smart phone

- Vault

Safely store your most important financial documents, accessible 24/7

- Goals

See if you're on target to reach your most important goals

As your financial coach, your success is our success.

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For more information on how you can provide your key employees with financial wellness and planning and add My Financial Coach to your benefits program, please contact:

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