CLIENT SERVICE MODEL – SAMPLE (FOR INTERNAL USE ONLY)

ELITE CLIENTS (A+)	TOP TIER CLIENTS (A)	MID-TIER CLIENTS	LOWER TIER (C+, C)
\$XX AUM TO \$XX AUM	\$XX AUM TO \$XX AUM	(B+, B)	\$XX AUM TO \$XX AUM
		\$XX AUM TO \$XX AUM	
PRIVATE CLIENT WEALTH	COMPREHENSIVE		BASIC CORE PLANNING
AND LEGACY PLANNING	WEALTH AND LEGACY	CORE FINANCIAL	
	PLANNING	PLANNING	
AUM Fee %:	AUM Fee %:	AUM Fee %:	AUM Fee %:
Planning Fee:	Planning Fee:	Planning Fee:	Planning Fee:
			, and the second
PLANNING MODEL	PLANNING MODEL	PLANNING MODEL	PLANNING MODEL
Includes everything in	Includes everything in	Includes everything in	
lower tiers, PLUS:	lower tiers, PLUS:	lower tier, PLUS:	Budget and Cash
			Flow Analysis
Multi-Generational	Multi-Generational	Stock Option /	Portfolio Review
Estate and Tax	Estate and Tax	Executive Benefits	Education Planning
Planning	Planning	Planning	Retirement Goals
Custom Portfolios	Custom Portfolios	Tax Analysis	and Funding Analysis
Coordination with All	Coordination with All	Retirement	Insurance Analysis
Legal and Tax	Legal and Tax	Distribution	• Account
Advisors Trust Advisory	Advisors Trust Advisory	Strategies • Estate Planning	Consolidation
• Trust Advisory Services	• Trust Advisory Services	Estate Planning Review	TAMP Portfolios
MEETING FREQUENCY	MEETING FREQUENCY	MEETING FREQUENCY	MEETING FREQUENCY
WILLTING FREQUENCY	WILLTING FREQUENCY	WILLTING FREQUENCY	WILLTING PREQUENCY
6 to 12 Touches	6 to 12 Touches	6 Touches	Annual Review
Quarterly	Quarterly	Quarterly	Quarterly
Investment Review	Investment Review	Investment Review	Investment
• 2 to 4 In-Person /	• 2 to 4 In-Person /	• 1 In-Person Review	Rebalancing
Zoom Reviews	Zoom Reviews		
GIFTS / APPRECIATION	GIFTS / APPRECIATION	GIFTS / APPRECIATION	GIFTS / APPRECIATION /
			COMMUNICATION
Personal Birthday /	Personal Birthday /	Zoom Events	
Holiday Gifts	Holiday Gifts	 Newsletter 	Newsletter
In-Person Client	In-Person Client	Email Marketing	Email Marketing
Appreciation Galas	Appreciation Galas	Birthday / Holiday	Birthday / Holiday Garde
Entertainment Client Binners	Entertainment Client Diamons	Cards	Cards
Client Dinners First Investment /	Client Dinners First Investment /	First Investment / Transaction	First Investment / Transaction
 First Investment / Transaction 	First Investment / Transaction	Transaction	Anniversary Card
Anniversary Card	Anniversary Card	Anniversary Card	Alliliversary Caru
Anniversary Caru	Aililiversary Caru		