



The Living Balance SheetSM



Vincent M. D'Addona
Strategies For Wealth Creation
and Protection

Success Story:

Strategies for Wealth Creation and Protection, with offices in 2 locations, is one of the largest agencies of The Guardian Life Insurance Company of America (Guardian). With 130 agents in the organization and plans to "get every client" on The Living Balance Sheet, Strategies for Wealth Creation and Protection has been a front runner in embracing the new selling and training system. The agency has decided to systematically implement The Living Balance Sheet by providing a Living Balance Sheet client site with each client's annual review. It's a great service to their customers and provides a more controlled way to add agents' books of business to The Living Balance Sheet.

With 26 years in the business, Vince D'Addona is a top producer at Strategies for Wealth Creation and Protection. He says that the first person he put on the system was himself. Immediately he could see the value of having all of his accounts aggregating daily and all of his passwords and insurance held in the online Vault. "Without this tool, I could have created a nightmare for my family if something had happened to me. It was a really important exercise to get my data on the system. Now I am able to sell the system effectively." To get an understanding of how Vince and the team Strategies for Wealth Creation and Protection are utilizing The Living Balance Sheet, eMoney Advisor spoke to Vince about his experience over the past few months.

Vince says his client's reactions to The Living Balance Sheet have been "extraordinary". When presented with the system they "get it" immediately. In the past, Vince says, Strategies for Wealth Creation and Protection sent an annual questionnaire out to determine how a client's financial status had changed. Now, according to Vince, you can be proactive - setting the stage for opportunities to be identified and acted upon throughout the year with the alerts and alarms on the system. Financial representatives can spend more time servicing their clients in meaningful ways and gaining more referrals. Additionally, the system is set up to be collaborative, with the client and the financial representative able to work online simultaneously, sharing information and arranging adjustments to assets, cashflow and insurance appropriately. This was not possible before, when a file folder was presented one day and outdated the next. Getting clients on

The Living Balance Sheet is a worthwhile investment, Vince says. Implementation as part of the annual review process has meant that about 20 of his 400 clients are currently on The Living Balance Sheet. One person at Strategies for Wealth Creation and Protection is handling the administration of the new system. Some of the classification of assets clients will do themselves. Vince will check the alerts on a daily basis. Clients are already reaping the benefits, one commenting that he had "no idea he had so much money." Another, executing his father-in-law's estate, said he went to bed every night wondering what account he had "missed". Now, on the system himself he recognizes how valuable the system would have been to him in dealing with his father-in-law's estate. Vince believes clients really don't fully understand the value and positioning of their assets. He suggests this is because they don't have a model to examine all their assets in one place and at one time. The Living Balance Sheet therefore presents great opportunities for financial representatives.

One of the key elements of the system's success at Strategies for Wealth Creation and Protection is the ability to customize The Living Balance Sheet with the agency's "Doing Business As" name (DBA). The Living Balance Sheet is branded with an agency's logo throughout - and so is the marketing material, enabling them to raise brand awareness with clients and potential recruits alike. That's very exciting Vince says, in a financial landscape that is complex and overcrowded.

Vince says the system has given the agency an enormous boost. "Knowledge is power and this gives us much better positioning with the client as we can see and understand their assets. It is a powerful tool that will even get more powerful with the enhancements that are coming soon." The \$300 monthly subscription cost is soon returned with this unique system, Vince believes. "I would say I made a return on my investment within one month of subscribing. It's as if it was free. It is definitely the best value available in the industry."

When asked what may stop a financial representative from subscribing, Vince says candidly, "You would be foolish to not be participating in this revolution."