

Building Successful Comprehensive Fee-for-Service Financial Planning Practice

by Yap Ming Hui



Yap Ming Hui is the author of the controversial and bestselling book *You Can't Manage Your Money ... Especially When You're Rich, Maximise What You've Got ... No Matter How Much You Have Now, MaxWealth: How To Maximise Your Beyond Investment Returns and Family Office*. The second book was ranked as one of the top management books in the Edge bestseller list.

He is currently the Managing Director of Whitman Independent Advisors Sdn Bhd, an independent financial advisory firm providing Family Office service to high net worth individuals. Whitman is also a licensed CMSL (financial planning and CUTA) company by Securities Commission. The clients pay between RM5,000 to RM20,000 annual retainer fees for Whitman's service.

Course Overview

Financial planning has been a buzz word these few years. Many people talk about the opportunities it offers. But very few people know how to turn the financial planning knowledge into a profitable and satisfying practice.

This one day workshop will help you to explore the opportunity of financial planning in the way you never see it before. As the pioneer and leading fees-for-service financial planner in Malaysia, the speaker, Mr Yap Ming Hui will share with you proven financial planning business model in Malaysia from his close to a decade practising experience.

If you are interested to be a REAL financial planner and capitalise on the exciting business opportunity of REAL financial planning, you can't afford to miss this eye-opening and thought-provoking workshop.

This workshop is suitable for financial planning course (CFP, ChFC, RFP, IFP and others) students and graduates who intend to capitalise on the exciting opportunity of REAL financial planning.

Course Objectives

- ▶ Understand clearly comprehensive fee-for-service financial planning and its opportunity
- ▶ Appreciate the successful Australian and US comprehensive fee-for-service financial planning business model
- ▶ Appreciate proven comprehensive fee-for-service financial planning model in Malaysia by established professional, Mr Yap Ming Hui
- ▶ Identify the advantages and disadvantages of comprehensive fee-for-service model
- ▶ Understand how Wrap Account can increase your success in comprehensive fee-for-service financial planning practice
- ▶ Identify the critical success factor to a successful comprehensive fee-for-service financial planning practice

Course Outline

1. Defining comprehensive fee-for-service financial planning
 - Financial planning process
 - Business model of 21st century
 - The challenges in offering financial planning service
 - Identifying the value proposition
 - Why fee-for-service?
 - US and Australia model
 - Ideal business plan
2. Sample comprehensive fee-for-service model in Malaysia – Roadmap to Financial Freedom
 - Defining financial freedom
 - 5 essential elements of financial freedom
 - Case studies 1 & 2
 - Unique features of Roadmap to Financial Freedom
 - Why Roadmap to Financial Freedom is important to a family?
3. Advantages and disadvantages of comprehensive fee-for-service model
4. 3 stages approach to address the disadvantages of comprehensive fee-for-service model
 - The criteria of stage 1
 - Options available for stage 1
 - Understanding the opportunity of wrap account
 - The development of wrap account in Singapore, Hong Kong and Australia
 - Sample wrap account in Malaysia
 - The capability of wrap account
 - Current challenges in unit trust investing
 - Using wrap account to offer unit trust portfolio management service
5. Advantages of 3 stages approach
6. Preparing to launch
 - Licensing issues
 - Critical Success Factors to a successful practice and why
 - Criteria in selecting the right financial planning firm

Course Date: 22 November 2009 (Sunday: 9.30 am - 5.00 pm)

Course Fee: RM450

Petaling Jaya (Damansara Uptown)
Uptown Conference Centre (UCC)
Level 12, Tower A, Uptown 5, 5 Damansara Uptown SS21/39,
47400, Petaling Jaya, Selangor
(Same Building as McDonalds)

