



Client: Betty Hedrick  
Company: The Hedrick Company  
Title: Owner / Investment Advisor  
Location: Mercer Island, WA  
ASI Product Used: goalgamiPro

## goalgamiPro® Advisor Case Study - Strengthening Client Relationships

The Hedrick Company, an investment advisory firm, finds results in ASI's goalgamiPro software solution.

### THE SITUATION

*"goalgamiPro lets me feel more comfortable in taking on a non-financial planning client, and it makes both the client and me recognize and act on a need that may have gone unnoticed."*

Betty Hedrick is a Registered Investment Advisor with an eclectic mix of 80 clients. She has been in the financial services industry since 1984, and designed her business to better balance her work and family life. Some of her clients desire comprehensive financial planning, while others desire money management. Her clients are predominantly well-educated, and come from a variety of professional backgrounds, ages and net worth.

#### **goalgamiPro**

*is a straight forward assessment tool for the advisor who wishes to create a baseline or periodic review of a client's household financial picture leveraging the household balance sheet.*

Due to the size of her practice, Betty struggled to find a financial planning software solution that met the needs of a small, independent advisor, and was not time consuming or cumbersome. While she uses software for comprehensive financial planning, she needed a solution that provided an efficient and timely way to check in with clients to evaluate their performance against their financial goals. After evaluating several other products on the market, she chose goalgamiPro.

### THE EFFICIENT SOLUTION

To see how goalgamiPro worked with clients who already had existing financial plans, Betty ran the software to compare how goalgamiPro's results mirrored her own financial planning. The results were nearly identical and assured her that goalgamiPro had the flexibility and accuracy to streamline the financial planning process. This was especially useful when working with new clients and families whose members had varying levels of risk tolerance; since goalgamiPro allowed Betty to easily input their information to bring each client's goals and timing into perspective.



*For more information on how ASI can power your goal-based wealth management solutions for individual investors, visit [www.advisorsoftware.com](http://www.advisorsoftware.com) or call (925) 444-1334.*

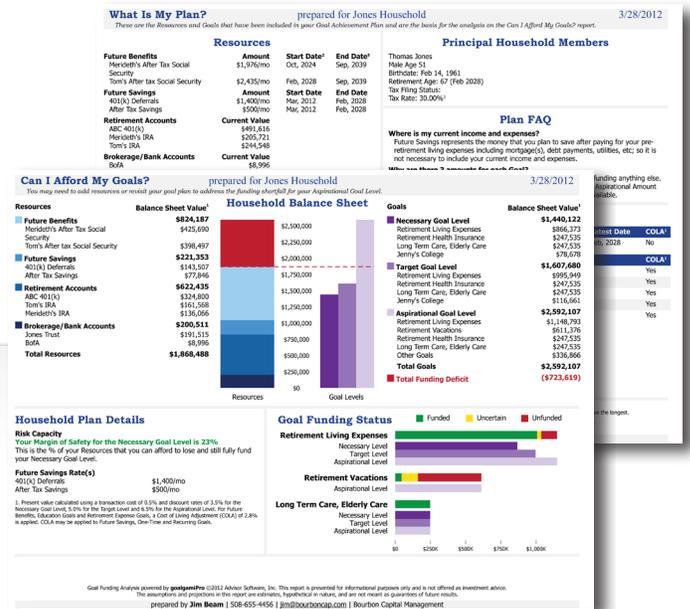
goalgamiPro also helped Betty address another challenge: clients that only desired money management but who still needed a level of financial planning to ensure that the portfolio allocation Betty suggested was appropriate. Again, goalgamiPro enabled her to efficiently determine if the goals and timelines for her clients' financial plans were achievable. If goalgamiPro found the plans were not realistic, it raised an alert for both her and the client that more in-depth financial planning was required for them to achieve their goals. The result was that Betty could strengthen her relationships with these clients beyond simply managing money. Betty was able to act as a more holistic financial planner, a need that without goalgamiPro might have gone unnoticed and unmet.

## STRENGTHENING CLIENT RELATIONSHIPS

The goalgamiPro output has also helped Betty explain to clients how life changes, such as income interruption from job changes, leaving the workforce, travel or sending a child to college, will affect their financial plans. goalgamiPro gives Betty the ease and flexibility to change the client's income parameters to ensure that their goals are still achievable. These changes can be done in real-time during in-person meetings or over the phone. goalgamiPro allows Betty to communicate her recommendations while quickly illustrating the impact of her advice on the household balance sheet.

Betty's clients find the two page balance sheet summary and analysis extremely useful during periodic checkups of their financial picture, and when they need to run "what if" scenarios to show how changes in their lives and their investments will affect their financial goals. It's both a fast and easy solution to match a client's goals with Betty's plans.

Since a comprehensive financial plan can be in excess of 50 pages, Betty's clients often want key information distilled down into a format that is easy to review. Clients want to know what their options are and how much flexibility they have. goalgamiPro helps to identify questions that make financial planning understandable, while strengthening the relationship and communication between Betty and her clients.



*"We're so bombarded with paper, and many of the financial products on the market turn out 50 pages that nobody reads. Having it all in goalgamiPro's one page snapshot guarantees that it's going to be read and helps to identify questions."*

**asi** ADVISOR SOFTWARE

If you would like more information on goalgamiPro please visit our web site or contact us:

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