



MANAGED CASHFLOW SERVICE

WHITEPAPER

TAKE YOUR CLIENTS TO THE NEXT LEVEL WITH A
MANAGED CASHFLOW SERVICE.

 www.billbutler.com.au

 1300 998 797





Clients demand more of Advisors than ever before.

Strong investment returns are still vital; but with the rise of robo-advisor options combined with fee for service models, clients are seeking more from their advisors.

Annual position reviews and product advice is not enough. An Advisor who offers personalised, proactive management of client strategy, and who reacts fast when opportunities arise will hold onto their clients.

An effective strategy involves an intimate understanding of your client's cash flows and habits, and without this influence you will simply be playing with the leftovers.

The good news is this market is huge. An Investment Trends survey found 8.7 million Australians need a managed Cash Flow service. Rising prices, retirement insecurity and the cost of holidays emerged as key concerns. Interestingly these concerns don't only relate to wealth creation.

How do you reach this huge market?

Offer a plan that meets clients' short, medium and long term goals, and make buy-in easy through transparency and clarity. A "sales driven" approach will drive clients away. Many advice frameworks are little more than compliance tools. They don't help you understand your client's financial behaviour (their 'earn, spend and save' capacities being the core of this).

Advisors are left blind to both opportunities and threats arising from clients' activities. With added insight into clients' everyday financial lives and unspoken lifestyle choices, you can add far more value as a consultant. The result is an ability to identify then implement winning financial solutions that work with client realities. This new advice pathway delivers more than just better financial outcomes. It builds your practice's Client Value Proposition.

Why do advisors neglect this approach?

The short answer is time and money. Building the capacity to deliver an in-house CashFlow management service is expensive and time-consuming. Staff are needed. Systems and processes must be built up, and brought to maturity.

Bill Butler offers outsourced Client Cash Flow Management services allowing Financial Advisors to effectively scale.

Outsourced CashFlow Service drives client success.

Strategic advisors that want to enhance their advisory services with a cash flow management offering no longer need to work out how to take this on “in-house”. Bill Butler provides a partnering solution that enhances financial planning advisory services and enables advisors to scale their cash flow management service.

What we do for Advisors:

Keeping clients on track and engaged: With regular “push” reporting and feedback, clients are visibly motivated by their short and medium term progress and stay engaged with their longer term strategies.

Accelerating client financial progress: According to Moneysoft statistics, after only 18 months of using a cashflow management service people are motivated enough to reduce their spending by 35%. This represents strategy and client experience opportunity for the savvy Advisor.

Milestone alerts and advisor updates: Each client is linked to their Advisor. When the financial strategy is provided by the advisor the butler ensures that key milestones are noted and advisor is updated when these are achieved to enhance their ability to proactively engage with clients.

Opportunities notifications: Being in deep with a client’s financial life, we can proactively alert Advisors to potential opportunities related to Insurance, Investment or Strategy update requirements. These may be increased client income, client debt pay down, inheritance, sale of property or any other trigger.

What we do for clients:

Money Management: We provide structure to a client’s financial life. Taking the hassle and time, out of the day to day by handling all bill/debt payments (including correspondence), savings/ investment transfers and transaction categorisations. Utilising Cashflow Forecasting to ensure money is available when needed. We deal with the financial admin so your clients don’t have to.

Coaching & Outsourced Discipline: Our team provide clients with financial goal support and, the ability to outsource their savings discipline, ensure they hit their financial goals. Budget plans and financial strategy cashflows are handled by their Butler. Akin to a personal trainer for finance, there is nothing like regular accountability to keep you honest to your own goals and ambitions.

Seal the financial leaks: Our hands-on approach allows us to provide regular feedback to clients on the what, where and when of their spending. Handled via monthly catch-ups and quarterly deep dive review and plan adjustment. Feedback is a motivator for change, these changes help to seal the everyday financial leaks that chip away at clients’ personal financial success.

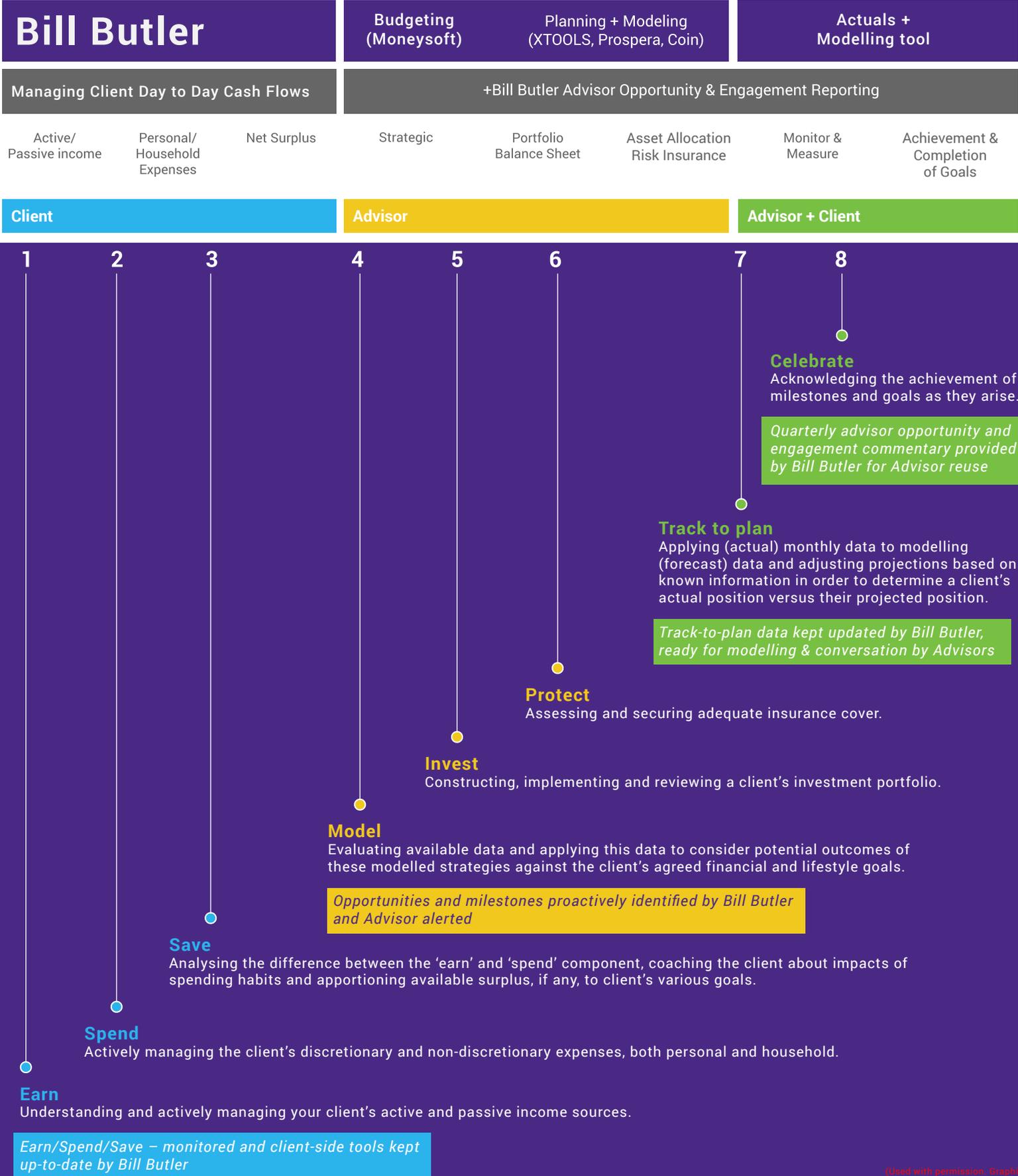
Bill Butler can help you deliver Cash Flow Management Services

Strategy and cash flow management services outsourced to Bill Butler provide your clients and your practice with many benefits with the underlying drive to enhance client success through collaboration.

Bill Butler is passionate about client financial success working collaboratively with our Advisor partners to cement this.

Key steps to delivering a successful advice model

For an advice process to be truly successful, certain key steps are required. The steps are managed in a cycle of review, re-align, and restructure, to maximise outcomes. The cycle is represented as follows. We have included how Bill Butler interacts with advisors to provide client outcomes.



(Used with permission. Graphic from Moneysoft and Steps based on model by Prospera, an advisor track to plan & modelling tool)

A new model for delivering your strongest value proposition: **client financial success**

The role of an advisor has changed – the days of revenue being linked to product sales are fast disappearing.

Client perception of your value-add is now driven by the value they attach to the expected strategy outcomes. Over time, this perception will be further strengthened, by the day-to-day financial outcomes that are created through ongoing hands-on management of the client financial strategy.

Partnering with Bill Butler strengthens your Client Value Proposition while allowing the practice to outsource the management of the cashflow component of the strategy. Advisors are free to focus on the more tangible value-add aspects of their advisory service - the big picture strategic advice.

Clients want

To know that their Advisor is aware of their financial situation, and that they are tracking toward the goals that they set.

To have ongoing, meaningful conversations about their financial progress and relevant strategic advice when an opportunity arises.

Clients do not have the time nor the mental energy to give their finances the focus it needs. Now they don't need to, they can **"Let their Butler handle it"**.

Clients don't want

To find out 12 months later (at their annual review) that they are not "tracking to plan".

To know that opportunities to improve their position have come and gone because their cashflow was not monitored and managed well.

Bill Butler provides the partnering solution you have been seeking to enhance your financial planning advisory services and scale a cash flow management service.

Contact our BDM to discuss how Bill Butler can assist your practice help more people, more often.

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