

Financial Planning Journey

The Beginning

- ❑ **Provide all personal details & account statements**
 - Driver's license
 - New Client Survey
 - Voided Check
 - Account Features
- ❑ **Craft Investment Proposal & Strategy**
 - IRA
 - Roth IRA
 - Brokerage/Taxable Accounts
 - Retirement Plans
- ❑ **Financial Planning Document Check**
 - Insurance policies
 - Tax Returns (last 2 years)
 - Estate Planning Documents
 - Confirm Beneficiaries on all accounts
 - CPA/Attorney contact & authorization forms
- ❑ **Evaluate cash position/emergency funds**
- ❑ **Review & sign planning engagement**

Months 1-2

- ❑ **Open relevant accounts**
 - Taxable
 - IRA
 - Roth IRA
 - Qualified Retirement Plans
- ❑ **Tax Loss/Gain Harvesting**
- ❑ **Rebalance all accounts**
- ❑ **Create allocations for any retirement accounts**
- ❑ **Stock Option strategy**
- ❑ **Restricted Stock**
- ❑ **Transfer outside assets**
 - Consolidate accounts
 - Confirm cost basis transfers fully and accurately
 - DOL forms completed for all retirement account rollover services
- ❑ **Technology Orientation, eMoney Account View**
- ❑ **Introductory call with CPA & Attorney to coordinate planning**

Months 3-4

- Estate Planning Review & Changes
- ❑ **Last Will & Testament**
 - ❑ **Revocable Trust**
 - ❑ **Irrevocable Trust**
 - Review Trust Funding
 - ❑ **Power of Attorney**
 - Gifting provisions
 - ❑ **Health Care Proxy**
 - ❑ **Living Will**
 - ❑ **Review beneficiary designations**

Financial Planning Journey

Months 5-6

Insurance Review & Planning

- ❑ **Life Insurance**
 - Term policies
 - Employer-sponsored coverage
 - Universal Life
 - Whole Life
 - Variable Life
- ❑ **Disability Insurance**
 - Short Term
 - Long Term
 - Employer-sponsored coverage
- ❑ **Long-Term Care Insurance**
 - Single
 - Joint
 - Medicaid planning/eligibility review
- ❑ **Property/Health**
 - Review Health Coverage
 - Review adequate home & car coverage
- ❑ **Umbrella Liability Insurance**
 - Review coverage limits

Months 7-8

Tax Strategy Review & Planning

- ❑ **Confirm filing status**
- ❑ **Manage income tax brackets**
- ❑ **Review for adequate tax withholding**
- ❑ **Review Tax deductions/credits/incentives**
 - 529 plans
 - Charitable contributions
 - Energy saving
 - College
 - Mortgage Interest
 - QBI
 - Retirement plan contributions
 - Employer plans
 - Solo retirement plans
 - IRAs
 - SEP
- ❑ **Portfolio tax optimization**
 - Asset location
 - Mutual fund distributions
 - Realized/Unrealized Gains
- ❑ **Roth Conversion analysis**
- ❑ **RMDs**
 - QCDs
- ❑ **Annual gifts**
- ❑ **Lifetime estate planning**

Financial Planning Journey

Months 9-10

Holistic Financial Planning Review

- ❑ **College Planning**
 - Create projections and analysis related to optimal funding
 - Set up 529 plans if appropriate
- ❑ **Marriage/Divorce**
 - Review all accounts and property ownership/titling
 - Coordinate any new accounts and money transitions
 - Coordinate updates to beneficiary designations
 - Assist with pre/post-nuptial agreements
- ❑ **Mortgages**
 - New loan or refinancing analysis
- ❑ **Document Retention/Love Letter**
 - Provides online document vault for clients
 - Complete love letter document to capture wishes

Months 11-12

- ❑ **Bringing it all together**
- ❑ **Reviewing retirement income plan**
 - Optimize social security
 - Optimize cash flow plan
- ❑ **Revisit all assets, income, expenses and goals**
- ❑ **Develop strategic plan incorporating all elements of client's financial situation**
- ❑ **Charitable Giving Planning**
 - ❑ **Best ways to gift**
 - ❑ **Donor Advised Fund**
 - ❑ **CRAT/CRUT**
 - ❑ **Appreciated positions**
 - ❑ **Maximizing gifts/Minimizing taxes**



Insurance and Financial Services

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