

Tri-Valley Financial Advisory Services

George Rask, CFP

FY2008



vision

By year-end 2010, grow George Rask, at Tri-Valley Advisory Services, into a \$350,000 financial advisory service practice managing 40,000,000 in assets, providing trusted financial planning to 30 to 60 year-old clients for their retirement, and for their family's future wealth, who live in the greater Phoenix metro area.



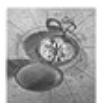
mission

We help families provide for their families!



objectives

- Achieve 2008 production growth of 33%. Grow from \$150,000 to \$200,000.
- Boost return on assets from 0.20% to 0.40%.
- Increase assets from \$21 million to \$28 million.
- Maintain the same number accounts while culling lowest 10% of accounts from my BOB.
- Achieve asset-based revenue of 70% of BOB.
- Decrease transaction-based revenue from 38% to 30%.



strategies

- Focus on executing plan, frequent client contact, reviewing markets & client data.
- Capitalize on current clients, and planning and development of trends/opportunities.
- Attract new clients by consistently soliciting referrals in current BOB.
- Positive daily actions are focusing on contacts with clients, reduce administrivia.
- Increase face time with personalized mail campaigns, notes & flawless follow-up.
- Gather AUM by returning to my entire client list for additional assets each quarter.
- Grow assets by closing top 10 referral prospects I have on a monthly basis.



action plans

- Cull 10% of my accounts 2/15.
- Complete retraining on Financial Planning (CFP exam) by 3/15.
- Employ regular use of BIS beginning no later than 4/15.
- Utilize "Financial Planning System" for my top 10% clients beginning 6/15.
- Perform mid-year course correction, and revise business plan as necessary by 6/30.