



MONETASM



THE BRECKENRIDGE TEAM

We Simply Go Further

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The “Raving Fan”



David Breckenridge, CFP®

“Raving Fans” is the title of a 1993 book written by prolific business author Ken Blanchard and co-authored by Sheldon Bowles. This book is given to every new Moneta employee on their first day and a request is made to read it and embrace the message.

The premise of the book is that customers (or clients in our business) are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn’t good enough. If you really want to grow your business, you must create Raving Fans.

In the foreword, Harvey Mackay, author of “How to Swim with the Sharks Without Being Eaten Alive,” explains success comes to those who are obsessed with looking after customers. He observes that America has moved from a manufacturing-based economy to a service-oriented one, but most service is awful.

Blanchard and Bowles go on to explain the three keys to achieving great service. The first is to decide what you, as a business owner, want and create a vision of perfection centered on the customer. The second key is to discover the customer’s vision of what they really want and then alter your vision if need be. A business can’t be all things to all people. Choices need to be made on the service offering. The third and last key is delivering what the customer wants plus one percent. To create Raving Fans, don’t drive promises down, drive delivery up. Regardless of what you promise, it’s consistency that’s important. Clients allow themselves to be seduced into becoming Raving Fans only when they know they can count on you time and time again.

Creating Raving Fans is not only what keeps our clients with us, but it is the driving force behind growing our business. Merely satisfied clients will not refer their friends to us. Only a Raving Fan will do that. If you are not a Raving Fan of our service, I want to hear why. Please let us know how we have fallen short and what we can do better. If you are a Raving Fan of our service, please consider telling a friend about us.

I want to take a moment to thank my teammates for their efforts in creating Raving Fans. Tasha and Mike are the Advisors on the team who recommend financial planning strategies to help your finances. They put themselves in our clients’ shoes and brainstorm strategies and tactics to safeguard and grow our clients’ assets. Kudos to Tasha and Mike for their great efforts in this important work.

Our Client Service Managers – Karleigh, Logan, Jeff, James and Daniel – are the driving forces behind implementing those recommendations. They deserve much praise for devoting their day to accurately and quickly executing the advice. Without them, we would be lost. I am so proud of our entire team for their tireless devotion to our collective vision.



Our New Facebook Page!

Do you have Facebook? If so, please join us on our new Facebook page! The page will be a resource for weekly commentary on financial planning related topics. You may like, share or comment on the content on your personal page. If you’re interested in being a part of the page, ask a team member how to join!

ASK A PROFESSIONAL *with Logan Reno*

How Can MoneyGuidePro Help Me Retire Comfortably?

Of all financial questions that continue to make individuals uneasy as they approach retirement age, one resounding theme centers around the question, "Am I going to be able to retire comfortably?" This one question comes equipped with a multitude of variables and answers, making it especially difficult to forecast without a crystal ball.

Enter MoneyGuidePro, Moneta's retirement planning software. This software allows us to enter all financial information in our records to put together a full picture of what our client's financial future could look like. Using what's known as a "Monte Carlo simulation," we can run 1,000 trials that show us the probability of a "successful" retirement (which we would define as at least \$1 in your portfolio at age 95). Another key feature of this software is how adaptable it is. All variables can be easily adjusted on the fly, allowing for an even more interactive experience during your review meeting.

In addition to more accurate retirement forecasting, this software also allows us to more accurately input various scenarios upon the request of a client. Whether you're looking for a new home, anticipating larger-than-usual expenses (travel, new car purchase, etc.) or simply looking to run scenarios to stress-test your portfolio given any market downturns, the MoneyGuidePro software has the capacity to provide more capabilities than previous retirement sufficiency analyses.

If you're interested in seeing how we utilize this software at a future meeting, please let a member of our Team know (breckenridgeteam@monetagroup.com) and we'd be more than happy to introduce you to this system!

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TEAM MEMBER SPOTLIGHT

Daniel Wacker, *Client Service Manager*

As a recent college graduate with experience only from brief internships under my belt, I was a little jittery from both nerves and excitement to start on the Breckenridge Team. Though I am still acclimating to my role, I can undoubtedly say that working with the seven other members of our team has been incredibly rewarding. They have offered guidance every step of the way while simultaneously encouraging me to push myself.

I was born and raised in Chesterfield, Missouri and still reside there today. In May of this year, I graduated from the Kelley School of Business at Indiana University with majors in Finance and Data Analytics. I had a nice little break for about six weeks before starting on the team in June. While the time off was very relaxing, I was eagerly awaiting my first day at Moneta.

Outside of the office, I love to stay active in a variety of ways. My friends and I golf and play pick-up basketball as frequently as we can. I also love to ski, and I'm hoping to take a trip to Colorado in the Spring as I have done the past two years. Shortly, I will begin studying for Level 1 of the CFA exam, which I am scheduled to take in June of 2020. I'm very excited to start my professional career, and even more excited to do so on the Breckenridge Team.

TEAM UPDATES



Jeff's Vacation

Jeff, his wife (Nancy) and daughter (Caroline) took their family vacation to Zion National Park and Las Vegas in August. It was their first visit to Zion and they will definitely return.



Bike MS: Gateway Getaway Ride

Since 2006 we have had about 130 cyclists raise (in conjunction with MGCF) almost \$250k for Multiple Sclerosis by participating in the Bike MS: Gateway Getaway Ride. Bike MS is a physical challenge for cyclists of every level. Dave is one of many Moneta employees who participate in the event.



Baby Announcement

James and Natalie Pieper welcomed Andrew Pieper on Friday 9/27 at 5:15 pm. Everyone is doing well and adjusting as a family of four.

Congratulations James, Natalie and big sister, Clare!

Engagement

Karleigh recently became engaged and wedding planning is in full swing! The date is set for June 6, 2020. Congratulations Karleigh and Jordan!

Tasha was featured in Town & Style



MONETA

Tasha Borglum
Senior Adviser

Q. What happens to clients when an adviser wants to retire?

A. Building multigenerational teams ensures that clients are taken care of well into the future. The departure of one team member should not have an impact on clients' lives. The transition should be seamless, almost natural, if an adviser has been thoughtful and diligent in developing team talent.



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One of the greatest joys of our business is meeting new people and learning about their unique situations. Please know we are always open to "no expectations" conversations with prospective clients and will always be respectful in all communications and encounters with friends, family and colleagues of yours. We appreciate your continued trust and confidence in our team.