

Don't Wait! Retain your Financial Neutral Now! Financial Specialist PART II of III

Implement the policy to retain the financial neutral at the beginning of ALL collaborative cases:

- The use of the financial professional is how we work more efficiently through the collaborative process.
- Use the 10 Reasons to use a Financial Neutral in Every Collaborative Case from the September 2019 Practice Tips to explain this policy to your collaborative clients.

Advantages to bringing the Financial Neutral to the team at the beginning of a collaborative case:

- Our clients perceive all team members as co-equals.
- Financial Neutrals can encourage couples to begin gathering financial data from the first meeting or as soon as the team agrees is appropriate.
- Financial Neutrals can observe the dynamics of our clients and how their financial discussions evolve over the case.

Disadvantages in delaying retention of the Financial Professional:

- Delay requires time to get up to speed, which may slow the overall process.
- The Financial Neutral has not observed client dynamics, nor been a part of their discussion of interests and values regarding finances.
- Clients can also experience the rehashing of old issues as inefficient and unnecessarily costly; some might experience this as opening old wounds that have already been addressed and/or tabled.
- When the Financial Neutral is not present to prepare and explain financial data to both parties, a spouse might feel at a disadvantage due to a lack of understanding and may become overwhelmed; alternatively, a spouse may become anchored to an unrealistic financial expectation.
- Clients might believe that if a Financial Professional is brought in at the eleventh hour, something is wrong with the client or the financial data presented.

This is a no brainer! We provide a much more efficient process for our clients when a Financial Neutral is retained at the beginning of the collaborative case. It saves time, money and establishes a much stronger likelihood of avoiding costly mistakes in terms of separate and community property claims and support calculations.

Stay tuned for Part III of III - **Supporting the Team's Financial Neutral!**

From the PEC Committee:

Learning How to Share

The social media world places a LOT of value on sharing. There's a ton of content out there. Is it worthwhile? Well, if it's shared a lot, apparently it is! What this means for you is that you can be a huge contributor on social media and never post anything that you yourself have written. You don't have to be a blogger. You could choose to be a trusted gatekeeper instead.

Here are a few guidelines for this role:

1. Really read and digest other people's content.
2. Only share what you believe is great content.
3. Add your comments about why it's great and what else you'd add or which small points you disagree with.
4. Don't do this too much! One a week is the max for sharing ANY post.
5. Stay "on brand" and only share what is relevant for your own practice.

All of this doesn't have to be on Facebook or LinkedIn, btw. You could just post links, with your comments, on your own website instead of blogging.

Marketing is about building trust. That's it. How you do it is up to you!