**Sample Client Communications**

Moving to Fee-Based Advisory

Use these samples as guidelines for communicating with your clients.

**For clients who prefer to communicate by mail:**

Dear [Client Name]:

You are a valued and important client, and I thank you for the trust and confidence you have placed in me with your investment and wealth management needs.

I’m excited to share with you some important changes we are introducing to continue to serve you beyond the methods of a conventional wealth management firm.

We are moving to a fee-based advisory business to more clearly align your interests with the work we do on your behalf, offer a wider range of investment solutions and capabilities, and provide more transparency to help you understand your complete financial plan.

With an advisory fee structure, we will be able to offer a greater range of investments and services, among several other benefits that we will review.

To move to the new platform, please sign the paperwork enclosed. I have also included a fee structure.

**To schedule a one-on-one meeting and set the stage for your conversation:**

Dear [Client Name]:

You are a valued and important client, and I thank you for the trust and confidence you have placed in me with your investment and wealth management needs.

I’m excited to share with you some important changes we are introducing to continue to serve you beyond the methods of a conventional wealth management firm.

We are moving to a fee-based advisory business to more clearly align your interests with the work we do on your behalf, offer a wider range of investment solutions and capabilities, and provide more transparency to help you understand your complete financial plan.

With an advisory fee structure, we will be able to offer a greater range of investments and services, among several other benefits that we will review.

Please watch for a call from [Name] to schedule time for us to discuss more in person. I look forward to meeting with you over the next few weeks.

**IMPORTANT INFORMATION**

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