

ALIGNING LIFE AND WEALTH

A GOALS-BASED CLIENT PROCESS

SEI New ways.
New answers.®



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SEI believes goals-based investing is a process that helps you change the conversation with your clients from one based on product and performance to one based on advice related to the achievement of personal goals. SEI has spent years developing tools and processes to help advisers get to the heart of client goals and measure how they are performing against them. Working with experts in the field of psychology, we designed our tools to foster more meaningful conversations about life and wealth goals.

A GOALS-BASED CLIENT PROCESS



STEP 1: DISCOVERY

The first step in the process is to help clients to articulate their goals as well as their attitudes to risk and time horizon for each goal. It helps you to prompt a more meaningful conversation based on your client's aspirations, which also helps you to gain insight into both the financial and nonfinancial aspects of your client's life. In turn, this will give your clients the perspective needed to stay the course during volatile times.

KEY OBJECTIVES

- › Help clients to articulate their needs and prioritise what is most important to them.
- › Initiate and guide a process that helps a client focus on goals, time horizons and risk tolerances relative to each goal.
- › Complete a risk questionnaire at the client and goal levels.

TOOLS

- › A Guide to Discovery
- › The Discovery Board App
- › Goal Identification Worksheets
- › Attitude to Risk Questionnaire and Scoring Guide
- › Retail-friendly goals-based investing brochure
- › Retail-friendly goals-based investing presentation including the client wealth cycle





STEP 2: ASSESSMENT

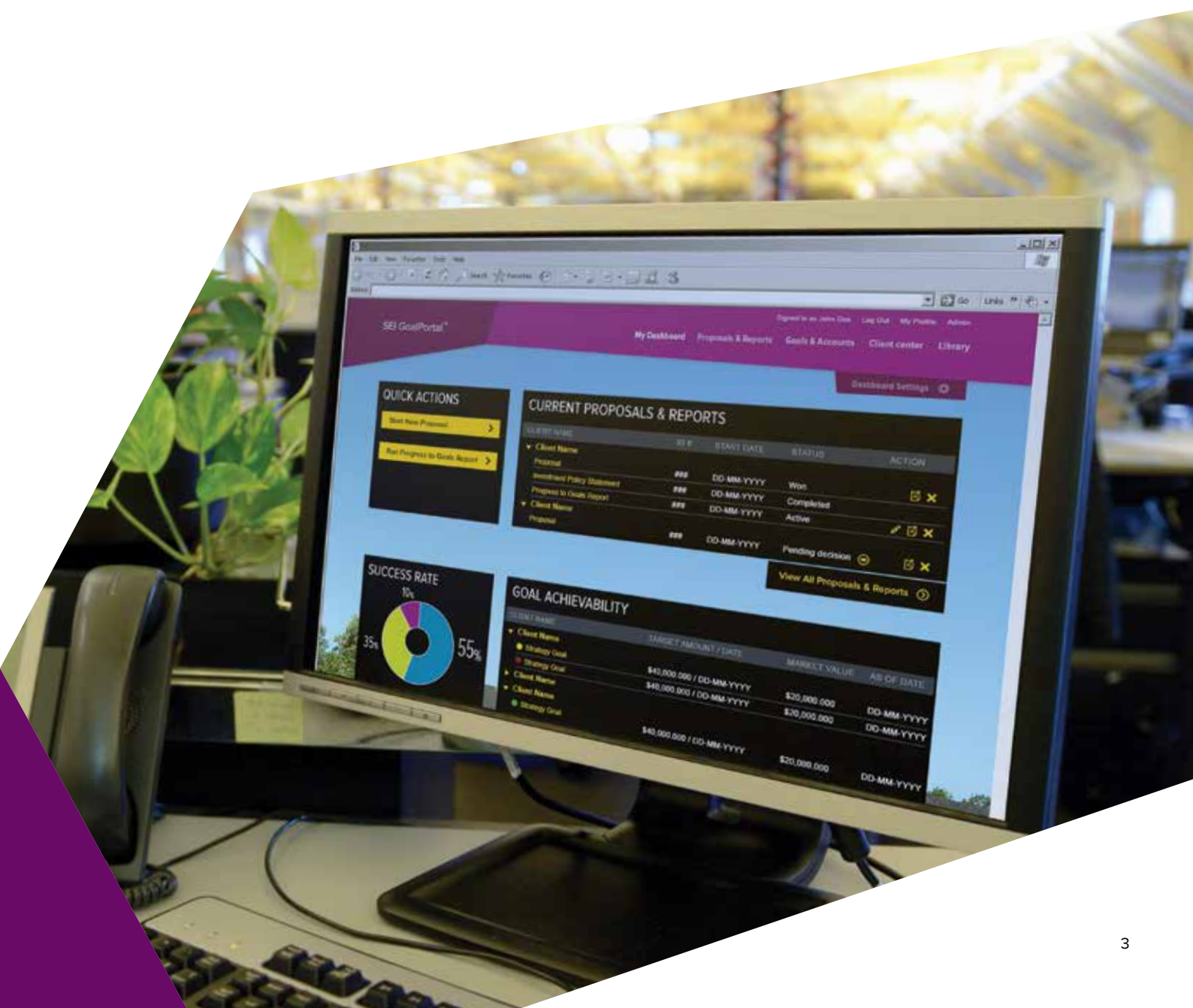
Create a proposal for your client using both the soft and factual information you gathered during the discovery session. SEI GoalPortal™ is designed to help you select the SEI investment strategies best suited to meet your client's goals based on time horizons, attitudes to risk, current assets and ongoing contributions.

KEY OBJECTIVES

- › Organise your client's goals.
- › Run Goal Achievability to view the likelihood of your clients attaining their goals.
- › Construct investment strategy recommendations.
- › Generate a client-ready proposal.

TOOLS

- › SEI GoalPortal
- › User Guide
- › Training videos





STEP 3: ADVICE

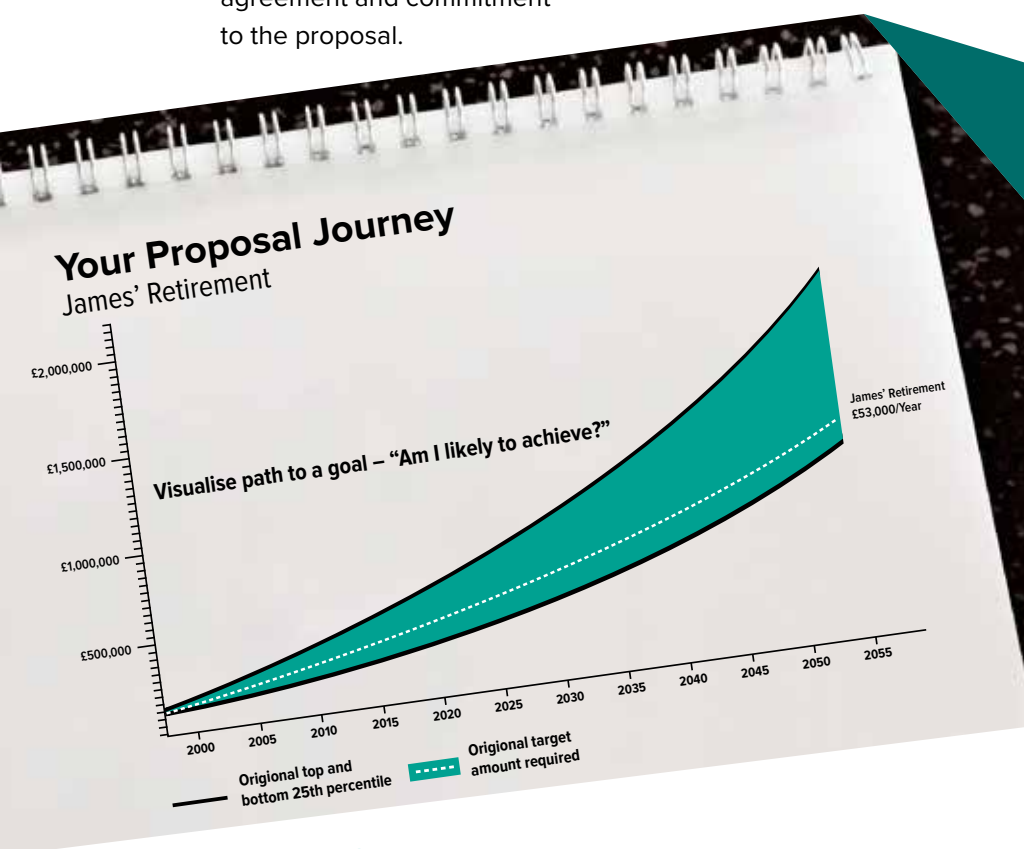
Meet with your client to play back what you heard in the discovery session and deliver your advice. Understanding your client's concerns, goals and objectives, and then distilling these into a plan that they can more easily understand is the first step to adding real value for your client.

KEY OBJECTIVES

- › Demonstrate an understanding of your client's personal goals, fears and aspirations.
- › Create a plan that is directly aligned to your client's life.
- › Get your client's understanding, agreement and commitment to the proposal.

TOOLS

- › SEI GoalPortal Proposal
- › Quotes and illustrations from platform
- › SEI marketing materials
- › Prospectus and KIIDs. These are available on SEI GoalPortal Library and the SEI website: seic.com/adviser



STEP 4: IMPLEMENTATION

You can now proceed with the agreed investment strategies. To complete this step, you will need to work with the platform and complete the necessary paperwork to open, fund and invest the accounts according to the proposal and your client's instructions.

KEY OBJECTIVES

- › Complete paperwork and obtain client signatures.
- › Open accounts and invest money on the platform.

TOOLS

- › Client agreement and application forms. These are specific to your firm and the platform that you are working with.

STEP 5: MONITORING

You can now track your client's progress towards his or her specific goals. The Progress to Goals report enables you to focus your client's attention on goal attainment rather than the performance of their portfolio against a market benchmark. In addition, the Goal Achievability function allows you to view the likelihood of your clients achieving their stated goals based on the most recent valuation available.

Monitoring goes beyond just goal tracking, and should be an ongoing process that continues throughout the adviser/client relationship. Use periodic meetings as a chance to “re-discover” if anything has changed in your client's life that may affect your investment recommendations. Refer to the Guide to Discovery for more information.

KEY OBJECTIVES

- › Hold a meaningful conversation that is focussed on client outcomes rather than a product.
- › Review how your client is progressing specifically towards the achievement of stated goals.
- › Reassess your client's goals and priorities on an ongoing basis.
- › Deepen and strengthen the relationship with your client.

TOOLS

- › Goal achievability status and Progress to Goals report
- › Investment commentaries and updates
- › A Guide to Discovery



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Important Information

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