

Perception of Value



To know how to think about their problems – all of them.



They want financial solutions to be part of much larger lifetime solutions.



They want advisers independent of Bureaucratic dependencies.



They want advisers who can construct a lifetime plan for them.



They want a greater sense of direction, confidence, and capability in all areas of life.



They want everything based on their D.O.S – not the adviser's needs for commission.



They want advisers whose finances are independent of commodity sales – and commissions.