



# First Allied Private Client Services

The goal of First Allied's Private Client Services (PCS) is to help you make informed financial decisions by providing integrated wealth management counsel. Most Private Client Services clients have worked hard to create and accumulate wealth. They have accomplished this by making discriminating choices around their investments, businesses, assets and advisors.

Some investors address financial issues as they arise. The unfortunate consequences for many who follow this path include a lack of clarity about their choices, unexpected outcomes and anxiety over uncertain futures.

---



Others, who understand that they don't fully comprehend how the multiple components of their economic lifecycles interact with each other, may seek the counsel of a financial advisor. This approach allows investors to tap into subject matter expertise to better understand the many options available, reduce anxiety about the unknown and exert better control over the totality of their portfolios.

Private Client Services clients believe in the value of counsel. They accept the core tenet of PCS—that every goal is unreachable as long as it remains undefined. Our role, in working with you and your advisors, is to ask the right questions at the right time. Together, we examine possible answers and their ramifications, with the objective of ensuring that you are informed about your choices and the consequences of those choices. We are not here to tell you what to do. Instead, we strive to put you in a position to choose what is right for you and your family based on an analysis of your situation and your goals. We believe that this approach maximizes your ability to reap the rewards that years of hard work have earned you.

*We examine possible answers and their ramifications, with the objective of ensuring that you are informed about your choices and the consequences of those choices.*

---

## *Our Wealth Management Process*

We follow a five-step wealth management process that is designed to identify, assess and reduce risk. This process helps our clients build and implement the plans needed to help achieve the outcomes they desire.

Our process provides a foundation for the basis of our partnership with investors and their advisors. It begins with a series of discovery conversations whereby we assist you in identifying and prioritizing your goals. We will then analyze and evaluate your assets, prioritize the issues within each goal, activate and implement the agreed-upon recommendations, and continually monitor and adjust your progress in meeting your goals.

*1. Identify and Prioritize Your Goals*

*2. Analyze and Evaluate Your Assets*

*3. Prioritize Issues*

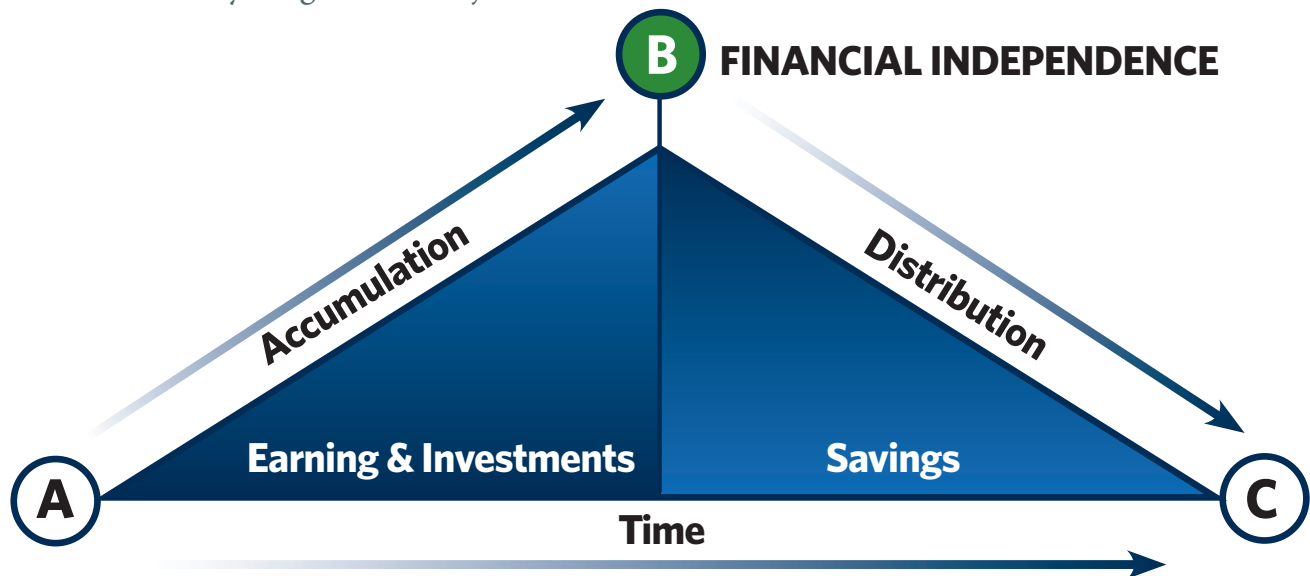
*4. Activate and Implement Your Plan*

*5. Monitor and Adjust*

The following diagram represents your economic lifecycle. Point A depicts the first surplus dollar you earn – money above and beyond your expenses. Point B is the point at which you achieve critical capital mass, which we define as the date your savings (and income from savings) can afford your lifestyle needs without working. Point B means comfort, Point B means choices, Point B means you have the necessary capital to live the rest of your life,

---

confident in having achieved financial independence. From Point B, our counsel will help you manage and distribute your accumulated wealth throughout your life, in a manner that is consistent with your goals and objectives.



### *Step 1: Identify and Prioritize Your Goals*

Our counsel is driven by what is important to you. Our recommendations are customized to your particular situation. While a majority of our clients have identified the need to further explore one or more of the below wealth issues, there may be numerous others that could pertain to you.

- Investments
- Insurance
- Liability (Debt)
- Retirement Plans
- Stock Options
- Business Succession
- Gifting During Life and at Death
- Philanthropy
- Titling of Assets
- Choice of Executor
- Legacy Planning
- Charitable Inclination
- Durable Power of Attorney



As we build your plan together, we analyze and prioritize these issues to ensure those most important to you are addressed. As such, we seek to help you understand what could go wrong tomorrow that would have a negative impact on you or your family, then create the infrastructure to address these issues.

### *Step 2: Analyze and Evaluate Your Assets*

The proper formation of recommendations and options is rooted in a complete understanding of your financial statements, such as your balance sheet, income statement, tax returns, insurance policies, trusts and buy-sell agreements.

Correct asset placement and titling of those assets is imperative for generating significant tax benefits and management of those assets within your state's property rights by ensuring the correct beneficiary designation. In addition, an inventory of account titles matched against transfer plans during life and at death is important as it may highlight gaps within those plans.

*Our counsel is driven by what is important to you.*

### *Step 3: Prioritize the Issues within Each Goal and Develop a Plan*

Wealth management issues act like balancing scales. Once you make changes to one component of your balance sheet, other areas of your balance sheet may be impacted. Our process demonstrates the interplay of these various scenarios.

---



Time and time again, we've seen our process bring clarity to clients about their lives and a deeper understanding of their financial issues and goals. It also facilitates communication and builds a relationship that is both transparent and trustworthy.

#### *Step 4: Activate and Implement Your Plan*

Once we have mutually decided upon a plan that is designed to address your stated issues and help you meet your objectives, we put all of the proper pieces in place to implement it. We continue to communicate with you throughout the process and update you on its status.

*Time and time again, we've seen  
our process bring clarity to  
clients about their lives and a  
deeper understanding of their  
financial issues and goals.*

#### *Step 5: Monitor and Adjust for Success*

Life is constantly changing, and so are your financial circumstances. Our ongoing process and wealth management platform are aimed at helping you stay out in front of these changes. We work with you to anticipate potential issues and put in place the appropriate strategies and tools to help achieve the

---





outcomes you desire. We believe that the probability of successfully meeting your goals and objectives significantly increases with constant monitoring and adjustment. Some of the services we provide as a part of the ongoing monitoring of your wealth management plan include:

- Account aggregation
- Account access anytime, anywhere
- Daily updates
- Safekeeping of your documents
- Alerts
- Remote collaboration – discussing updates and changes with you
- Privacy protection

In seeking financial security for you and your family, you not only need the right tools and resources, you also need the right partner to guide and advise you along the way. Contact your financial advisor today to learn more about how our comprehensive Private Client Services counsel may enhance your current situation, help you address your issues and attain your goals and objectives.

*First Allied Asset Management is a registered investment adviser and wholly owned subsidiary of First Allied Holdings Inc. First Allied Holdings is a holding company conducting financial services business through the following registered entities:*

- *First Allied Advisory Services, Inc., a registered investment adviser*
- *First Allied Securities, Inc., a registered investment adviser and broker-dealer. Member FINRA/SIPC*
- *First Allied Asset Management, Inc., a registered investment adviser*
- *Legend Advisory Corporation, a registered investment adviser*
- *Legend Equities Corporation, a registered broker-dealer. Member FINRA/SIPC*

*First Allied Asset Management provides investment management and advisory services to a number of programs sponsored by the above affiliates, including the Allocation Series, Manager Series, Private Client Services, and VIP programs. The First Allied Asset Management individuals that provide investment management and advisory services are not associated persons with any broker-dealer. Investment adviser representatives of First Allied Advisory Services, Inc. who are registered representatives offer securities through First Allied Securities, Inc., a registered broker-dealer. Member FINRA/SIPC. Advisory services offered through First Allied Advisory Services, Inc.*

*Nothing in these materials shall be construed as offering or disseminating specific investment, tax, or legal advice to any individual without the benefit of direct and specific consultation with a First Allied Advisory Services advisor or any affiliate of First Allied Advisory Services. Past performance is not a guarantee of future results.*

---

**firstallied**

PRIVATE  
CLIENT  
SERVICES

655 W. Broadway, 12th Floor • San Diego, CA 92101  
619.702.9600 | [www.firstallied.com](http://www.firstallied.com)

©2013 First Allied Advisory Services, Inc. All rights reserved.