

# Live Training

## Creating A Killer Ongoing Review Service

**Brett Davidson**  
Founder



# *The Philosophy Behind Your Review Service*



# *The Client View*




# Creating A Killer Ongoing **Review Service**

## *Business Health CATScan™*

- *Surveyed over 60,000 clients around the world*
- *Results:*
  - *Clients rate the review process 10/10*
  - *Clients rate what they actually receive 3/10*
- *Why the discrepancy?*





A man and a woman in business attire are sitting on a balcony with a city view. The man is holding a tablet and pointing at the screen, while the woman looks on. The background shows a modern building with a glass facade and a city skyline.

*“My adviser would turn up to my home  
in his Maserati, and make me feel stupid  
for 3 hours.”*





So, what does make an  
*amazing client  
review service?*

*Only two things*





1

# ***Show me that everything is going to be alright***

*(and if it's not, tell me what to do about it)*





2

***Politely remind me what you've  
done for me lately***



*Ask yourself the question –*

*“ Does my existing approach achieve these two objectives? ”*



**Number 1**

***is more important by a  
factor of 10***

***(This is the cake)***



*If all you ever did was deliver  
point 1.  
**you would have a great  
and thriving business***



A hand in a dark suit sleeve is holding a white chess king piece over a chessboard. The chessboard is filled with various pieces, including pawns, knights, and a king. The background is a soft, out-of-focus light color.

Number 2

*is more important for you*

*(It's the icing on the cake)*





How do you 'show' people that  
***everything is going to be  
alright?***



The background of the slide features a hand typing on a laptop keyboard, which is partially visible. A semi-transparent teal overlay covers the entire image. Floating above the laptop are numerous white outline icons of envelopes and email symbols, some with '@' signs, suggesting digital communication. A red rectangular border frames the central text.

# *Delivering Outcomes*





# ***Demonstrating Your Value Added***

*(the icing on the cake)*



*What is*  
***value?***



Values

*Peace of mind*

*Certainty*

*Clarity*



*What is*  
***value?***



Values

How do you  
***identify &  
demonstrate  
value?***





The background of the slide features a blurred image of a financial bar chart with blue bars and a line graph. A pair of black-rimmed glasses is positioned in the upper left corner, and a silver pen lies diagonally across the upper right. The overall scene suggests a professional accounting or financial context.

# *My Accountant*



# My Accountant Doesn't Do This

£6,000 Fee

£xx,xxx of Savings



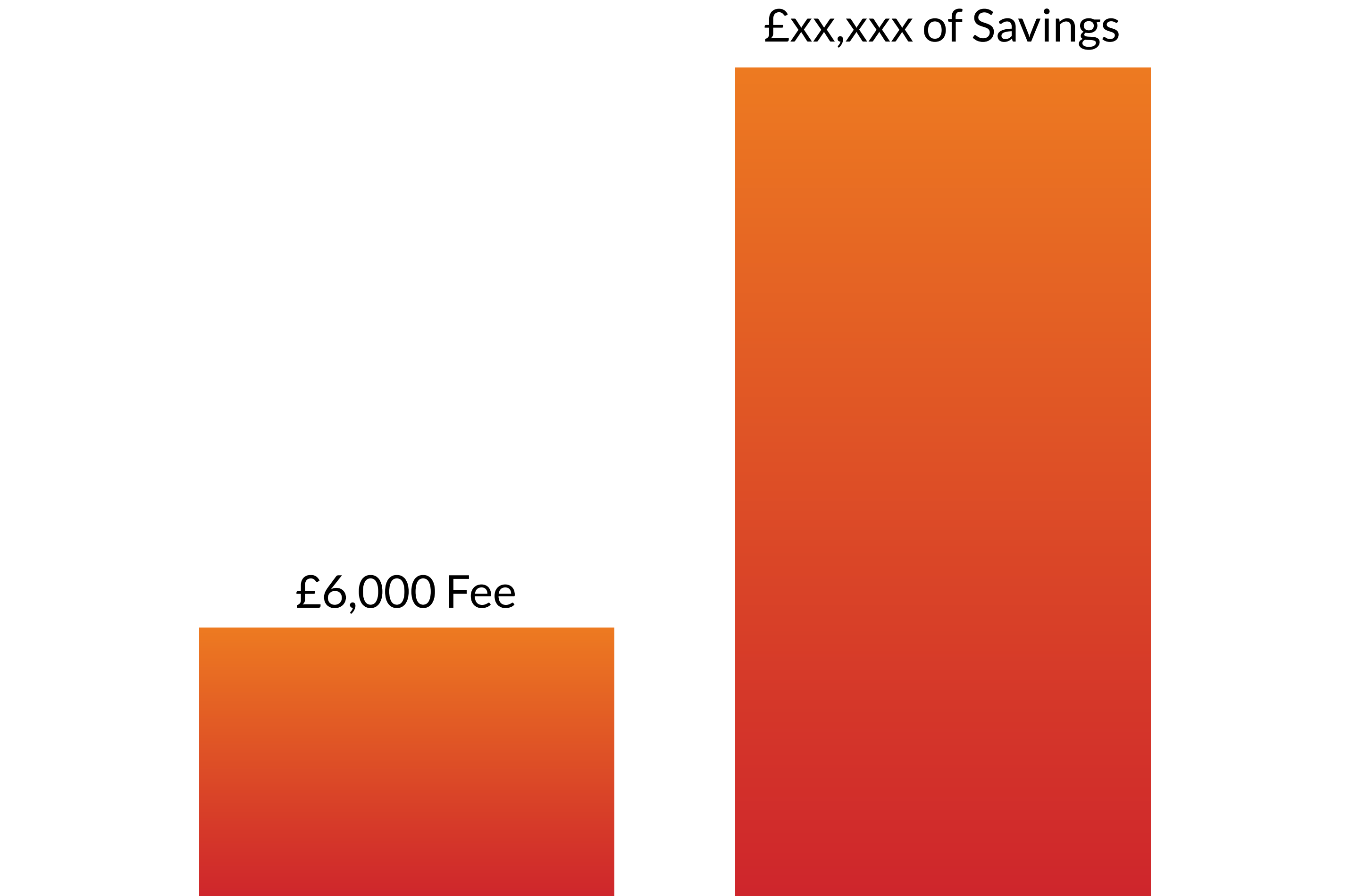
# My Accountant Doesn't Do This

£6,000 Fee

£xx,xxx of Savings



# My Accountant Doesn't Do This



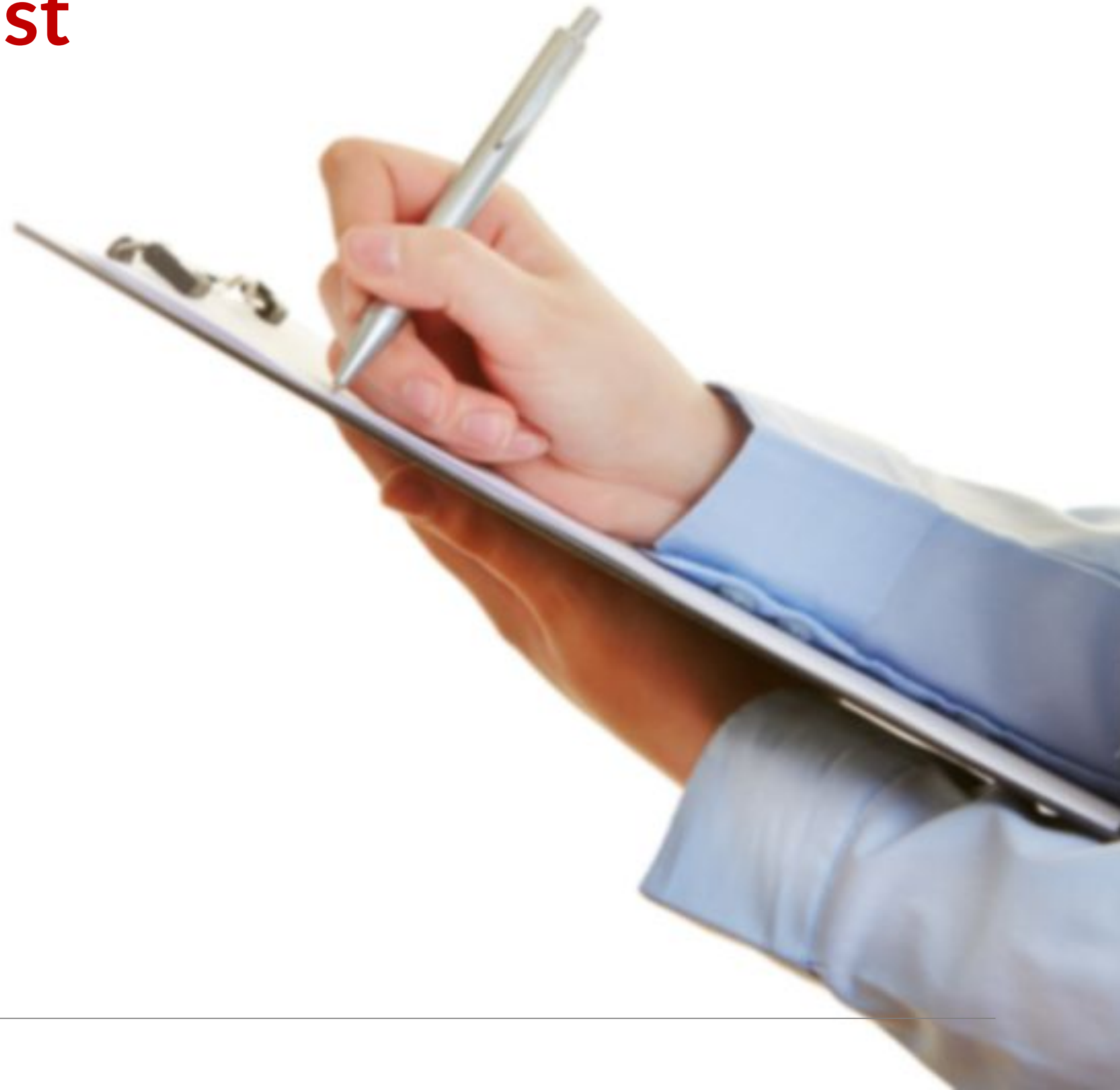


*Where's  
the real value  
from my accountant?*



# The Value **Added** Checklist

- ☐ *Investment (extra returns, costs saved)*
- ☐ *Tax savings (IHT, Pension, CGT, PAYE/NI)*
- ☐ *Insurance*
- ☐ *Education*
- ☐ *Debt*
- ☐ *Estate planning*
- ☐ *Problems avoided*
- ☐ *Other professionals*
- ☐ *Administration hassle*





***Think of one of  
your very best clients***



***You're allowed to think of value-added  
at any stage of the client relationship.  
(Not just the last 12 months)***



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle



*Client with £1M invested*

*0.5% pa fee saving = £5,000*



*Client with £1M invested*

*0.5% pa fee saving = £5,000*

*£5,000 pa X 10 years = £50,000*



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle



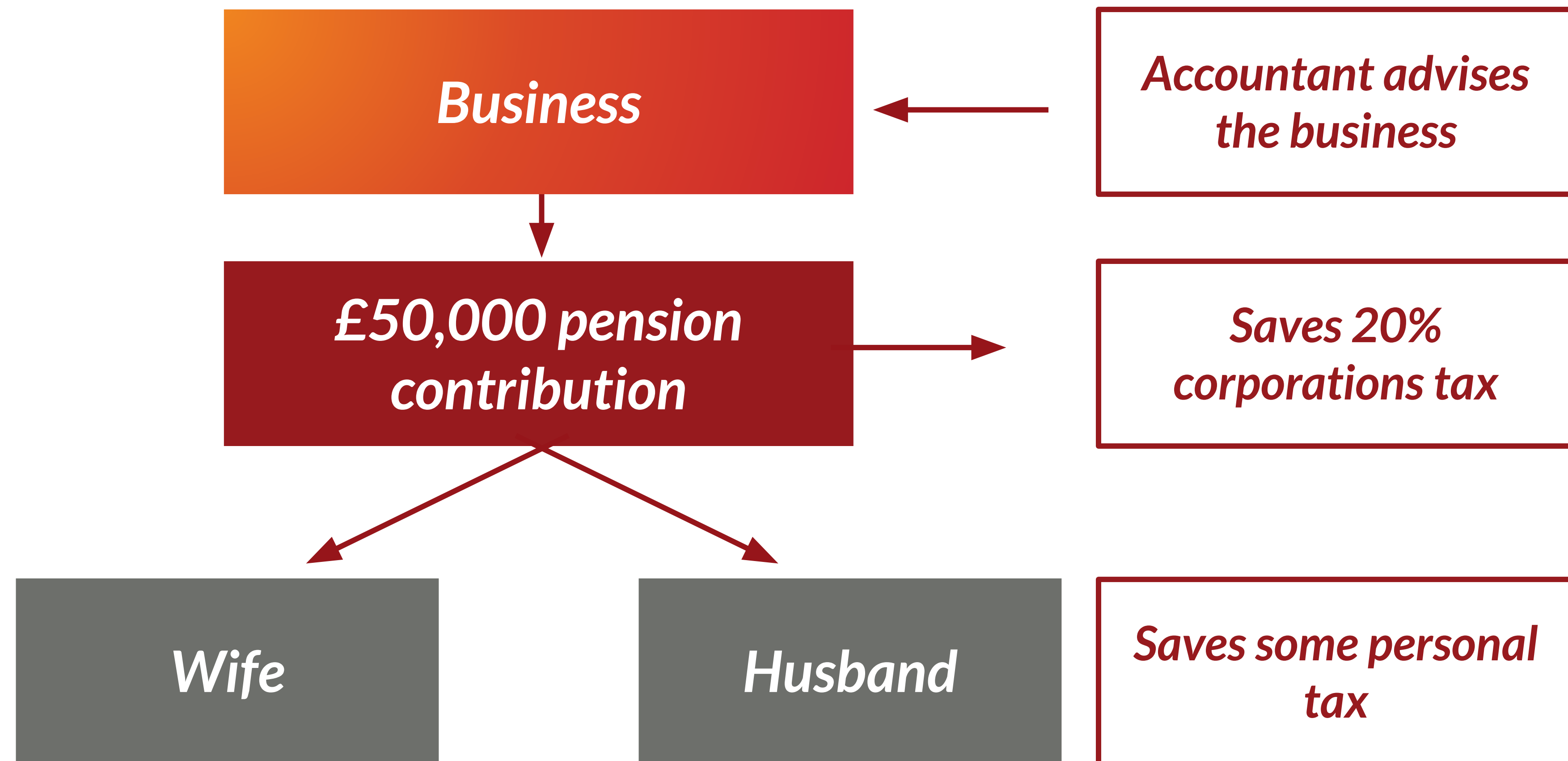
# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)

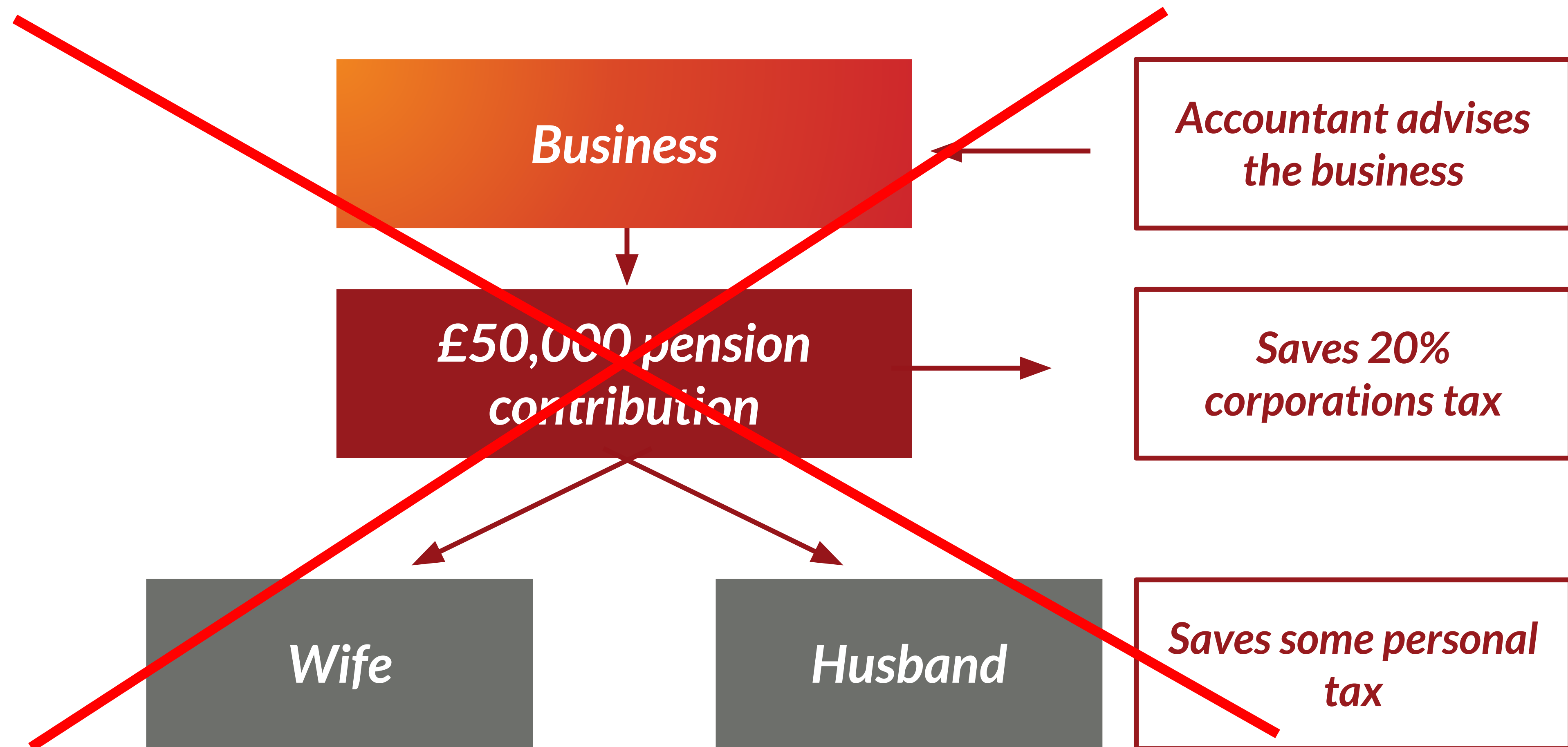
→ Pension tax savings



# Business Owner Scenario



# Business Owner Scenario





# Business Owner **Scenario**

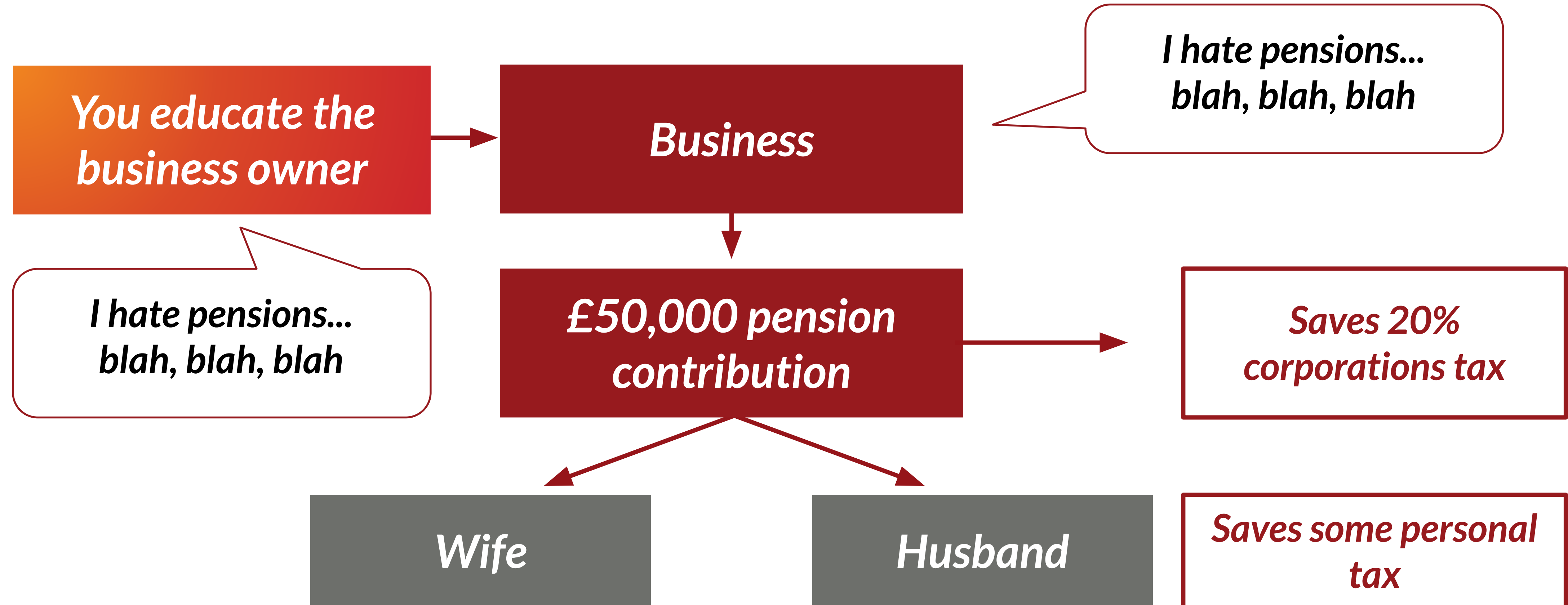


# Business Owner Scenario





# Business Owner Scenario



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)

→ Pension tax savings

◆ Lifetime Allowance



# The Value **Added Checklist**

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)

→ Pension tax savings

◆ Lifetime Allowance

→ CGT



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)

→ Pension tax savings

◆ Lifetime Allowance

→ CGT

→ Investment earnings



# The Value **Added** Checklist

☐ Investment (extra returns, costs saved)

☐ Tax savings (IHT, Pension, CGT, PAYE/NI)

→ Pension tax savings

◆ Lifetime Allowance

◆ Salary sacrifice

→ CGT

→ Investment earnings



# The Value **Added** Checklist

☐ Investment (extra returns, costs saved)

☐ Tax savings (IHT, Pension, CGT, PAYE/NI)

→ Pension tax savings

◆ Lifetime Allowance

◆ Salary sacrifice

→ CGT

→ Investment earnings

→ PAYE/NI



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle

# Insurance Wins

*Re-brokered a policy?*



# Insurance Wins

*Re-brokered a policy?*

*Claim paid out?*

# Insurance Wins

*Re-brokered a policy?*

*Claim paid out?*

*Fought for a client to  
be paid?*



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance

→ Insurance premium tax savings



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle





# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle



# Debt Wins

*Re-brokered a  
mortgage?*





# Debt Wins

*Re-brokered a mortgage?*

*Debt attached to non-deductible property?*

# Debt Wins

*Re-brokered a mortgage?*

*Eliminated debt?*

*Debt attached to non-deductible property?*



# Debt Wins

*Re-brokered a mortgage?*

*Take on more debt - create wealth?*

*Eliminated debt?*

*Debt attached to non-deductible property?*

# Debt Wins

*Re-brokered a mortgage?*

*Take on more debt - create wealth?*

*Refinance a non-standard loan?*

*Eliminated debt?*

*Debt attached to non-deductible property?*



# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle





# The Value **Added Checklist**

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning

→ IHT





# The Value **Added** Checklist

- ☐ *Investment (extra returns, costs saved)*
- ☐ *Tax savings (IHT, Pension, CGT, PAYE/NI)*
- ☐ *Insurance*
- ☐ *Education*
- ☐ *Debt*
- ☐ *Estate planning*
- ☐ *Problems avoided*
- ☐ *Other professionals*
- ☐ *Administration hassle*



# Problems **Avoided**

*The Client*

*“I’m going to invest £50,000 into the Guernsey Investment trust.  
It’s paying 10% capital guaranteed.”*



# Problems **Avoided**

*The Client*

*“I’m going to invest £50,000 into the Guernsey Investment trust.  
It’s paying 10% capital guaranteed.”*

*You*

*“Don’t do that. Send me any information you have and let me take  
a look at it first.”*

# Problems **Avoided**

*The Client*

*“I’m going to invest £50,000 into the Guernsey Investment trust.  
It’s paying 10% capital guaranteed.”*

*You*

*“Don’t do that. Send me any information you have and let me take  
a look at it first.”*

*You Ask More  
Questions*

*“Do you remember that we said risk and return were correlated -  
even if you can’t see it? That is, you never get more return without  
taking more risk.”*



# Problems **Avoided**

*The Client*

*“I’m going to invest £50,000 into the Guernsey Investment trust. It’s paying 10% capital guaranteed.”*

*You*

*“Don’t do that. Send me any information you have and let me take a look at it first.”*

*You Ask More Questions*

*“Do you remember that we said risk and return were correlated - even if you can’t see it? That is, you never get more return without taking more risk.”*

*The Client*

*“Well, sort of.”*

# Problems **Avoided**

*You*

*“So how much are banks paying for cash deposits right now?”*



# Problems **Avoided**

**You**

*“So how much are banks paying for cash deposits right now?”*

**The Client**

*“I don’t know; maybe 1% or 2%.”*

# Problems **Avoided**

**You**

*“So how much are banks paying for cash deposits right now?”*

**The Client**

*“I don’t know; maybe 1% or 2%.”*

**You**

*“So how are the Guernsey Investment Trust generating 10%?”*



# Problems **Avoided**

**You**

*“So how much are banks paying for cash deposits right now?”*

**The Client**

*“I don’t know; maybe 1% or 2%.”*

**You**

*“So how are the Guernsey Investment Trust generating 10%?”*

**The Client**

*“I don’t know. But it is capital guaranteed.”*

# Problems **Avoided**

**You**

*“So how much are banks paying for cash deposits right now?”*

**The Client**

*“I don’t know; maybe 1% or 2%.”*

**You**

*“So how are the Guernsey Investment Trust generating 10%?”*

**The Client**

*“I don’t know. But it is capital guaranteed.”*

**You**

*“Guaranteed by who? Who owns the Guernsey Investment Trust?”*



*“I saved you £50,000”*

# The Value **Added** Checklist

- ☐ *Investment (extra returns, costs saved)*
- ☐ *Tax savings (IHT, Pension, CGT, PAYE/NI)*
- ☐ *Insurance*
- ☐ *Education*
- ☐ *Debt*
- ☐ *Estate planning*
- ☐ *Problems avoided*
- ☐ *Other professionals*
- ☐ *Administration hassle*





# The Value **Added** Checklist

- ☐ Investment (extra returns, costs saved)
- ☐ Tax savings (IHT, Pension, CGT, PAYE/NI)
- ☐ Insurance
- ☐ Education
- ☐ Debt
- ☐ Estate planning
- ☐ Problems avoided
- ☐ Other professionals
- ☐ Administration hassle

# The Value **Added** Checklist

- ☐ *Investment (extra returns, costs saved)*
- ☐ *Tax savings (IHT, Pension, CGT, PAYE/NI)*
- ☐ *Insurance*
- ☐ *Education*
- ☐ *Debt*
- ☐ *Estate planning*
- ☐ *Problems avoided*
- ☐ *Other professionals*
- ☐ *Administration hassle*



***How much cash have you saved this  
particular client?  
(Not just the last 12 months)***

# The Value **Added Checklist**

	<u>Benefit to Client (£)</u>
<input type="checkbox"/> Investment (extra returns, costs saved)	£50,000
<input type="checkbox"/> Tax savings (IHT, Pension, CGT, PAYE/NI)	£23,000
<input type="checkbox"/> Insurance	£640
<input type="checkbox"/> Education	£0
<input type="checkbox"/> Debt	£0
<input type="checkbox"/> Estate planning	£300,000
<input type="checkbox"/> Problems avoided	-
<input type="checkbox"/> Other professionals	£34,000
<input type="checkbox"/> Administration hassle	<u>12 hours</u>
<b>Total</b>	<b><u>£507,640</u></b>



# The Value **Added Checklist**

	<u>Benefit to Client (£)</u>	<u>Fees Paid To Date</u>
<input type="checkbox"/> Investment (extra returns, costs saved)	£50,000	
<input type="checkbox"/> Tax savings (IHT, Pension, CGT, PAYE/NI)	£23,000	
<input type="checkbox"/> Insurance	£640	
<input type="checkbox"/> Education	£0	
<input type="checkbox"/> Debt	£0	
<input type="checkbox"/> Estate planning	£300,000	
<input type="checkbox"/> Problems avoided	-	
<input type="checkbox"/> Other professionals	£34,000	
<input type="checkbox"/> Administration hassle	<u>12 hours</u>	
	<b>Total</b>	<b>Total</b>
	<b><u>£507,640</u></b>	<b><u>£146,000</u></b>

## *James Harvey & The Perfect Client Engagement*

*Investment Costs Saved = £6,000*


*They were about to leave*



A blurred background image of a business meeting. Two men in suits are seated at a table. The man on the right is gesturing with his hand while speaking. On the table are a laptop, a tablet, a smartphone, and some papers. The overall tone is professional and collaborative.

***This is a vital skill to master***





What if you  
*don't add value*  
every year?



# The Value **Added** Checklist

## Value Added:

First 10 years

- Investment costs      £ 50,000
  - Tax savings            £ 23,000
  - IHT                        £300,000
-

# The Value **Added** Checklist

## Value Added:

First 10 years

- Investment costs      £ 50,000
  - Tax savings              £ 23,000
  - IHT                         £300,000
- 

2021

- Investment costs      £ 5,000
-



# The Value **Added** Checklist

## Value Added:

First 10 years

- Investment costs      £ 50,000
- Tax savings            £ 23,000
- IHT                        £300,000

---

2021

Nil

---

# The Value **Added** Checklist

## Value Added:

First 10 years

- Investment costs      £ 50,000
  - Tax savings            £ 23,000
  - IHT                        £300,000
- 

2021

- Investment costs      £ 5,000
- 

2022

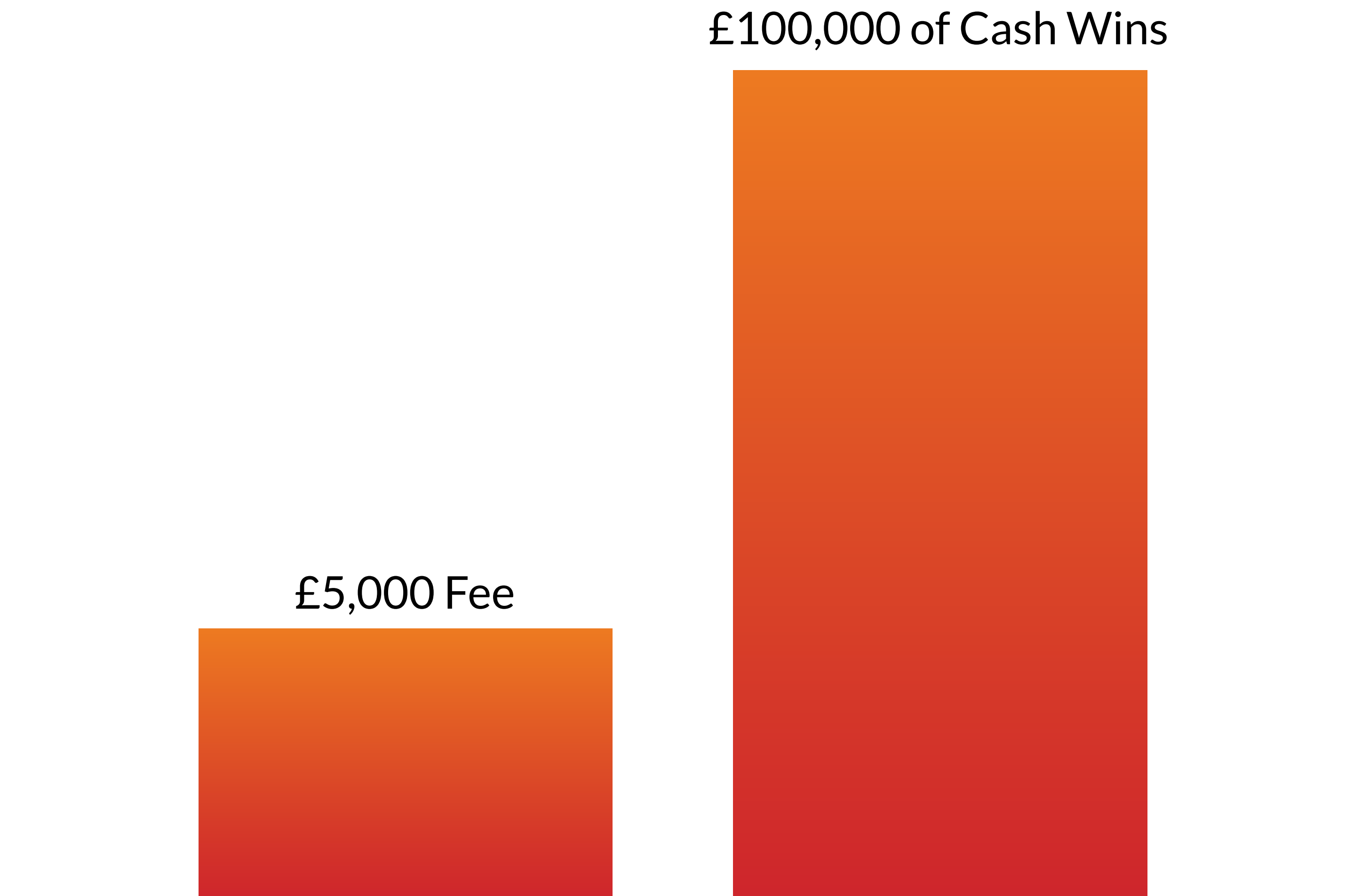
- Investment costs      £ 5,000
- Pension tax savings   £ 2,000



A background image showing two hands, one from a person in a suit and one from a person in a gold bracelet, reaching towards each other against a sunset sky over a field.

*What if I've added value  
**but it's less than the  
client's paid me in fees?***

# Your Fees vs. Your Value **In Cash**





# Your Fees vs. Your Value **In Cash**

£5,000 Fee

£10,000 of Cash Wins

# Your Fees vs. Your Value **In Cash**

£5,000 Fee

£5,000 of Cash Wins





1

# ***Show me that everything is going to be alright***

*(and if it's not, tell me what to do about it)*



A hand in a suit sleeve is holding a chess piece, likely a king, over a chessboard. The background is a soft-focus image of a chessboard with various pieces. The text "Number 2" is centered over the hand.

Number 2

*is more important for you*

*(It's the icing on the cake)*



# Your Fees vs. Your Value **In Cash**

£5,000 Fee

£2,500 of Cash Wins

*What if you  
don't add value  
at all?*





*Option A:*

*Work harder to add  
value*

*Option A:*

*Work harder to add  
value*

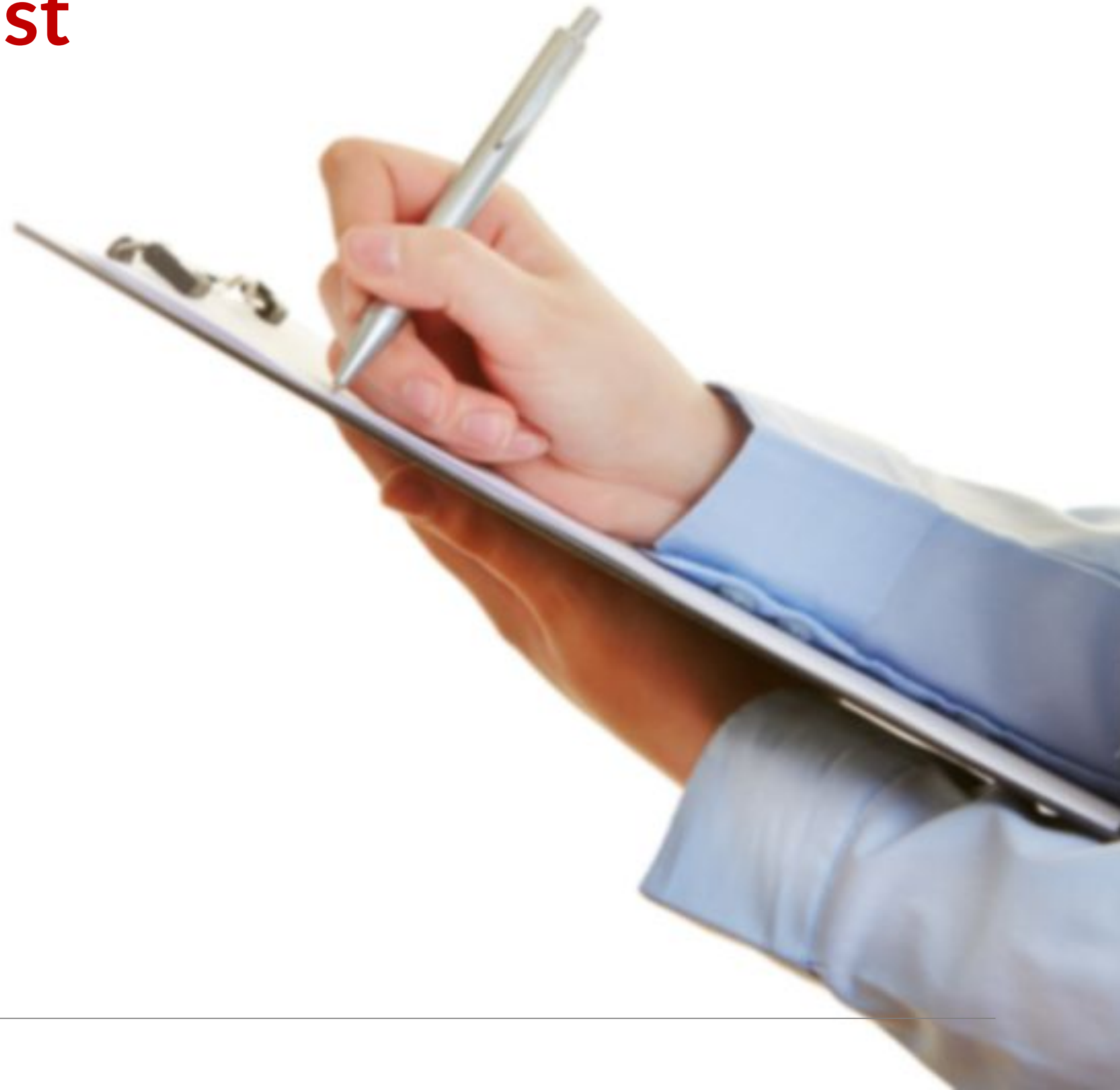
*Option B:*

*Have an honest  
conversation*



# The Value **Added** Checklist

- ☐ *Investment (extra returns, costs saved)*
- ☐ *Tax savings (IHT, Pension, CGT, PAYE/NI)*
- ☐ *Insurance*
- ☐ *Education*
- ☐ *Debt*
- ☐ *Estate planning*
- ☐ *Problems avoided*
- ☐ *Other professionals*
- ☐ *Administration hassle*





A background image showing two hands shaking in a firm grip. The hand on the left is wearing a dark grey suit sleeve, and the hand on the right is wearing a light grey suit sleeve. In the background, several US dollar bills are fanned out, showing the number '100'.

# *Create Case Studies*



A blurred background image of a business meeting. Two men in suits are seated at a table. The man on the right is gesturing with his hand while speaking. On the table are a laptop, a tablet, a smartphone, and some papers. The overall tone is professional and collaborative.

***There's some homework to do***

*Large Client*

*Mid-Sized Client*

*Small Client*



A blurred background image of a business meeting. Several people in suits are seated around a table. One person in the center is gesturing with their hand while speaking. On the table, there is a laptop, a tablet, a smartphone, and some papers. The overall tone is professional and collaborative.

*Who gets the biggest shock from this exercise? Advisers or clients?*



