



**WEALTH PLANNING**

Everything you need to  
know about The Thanks  
Wealth Planning  
Formula & Process

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## The Thanks Wealth Planning Formula

Wealth Planning is about acting as our client's Trusted Counsel & Financial Custodian.  
We are our client's Chief Financial Officer (CFO).

Through extensive research and experience we have found that our clients have five key concerns regarding their wealth and long-term planning. The key concerns that we address for our clients are:

### (1) Investment Consulting (IC)

1. **Wealth preservation** – We help our client's make smart financial decisions. The goal of wealth preservation is to produce the best possible investment returns consistent with our client's time frame, goals, and tolerance for risk to ensure they live the life they want.

### (2) Advanced Planning (AP)

2. **Wealth enhancement** – We help our clients mitigate tax: minimising the impact of taxes on clients' investment returns and wealth while ensuring the cash flow they need. In short, to make our client's wealth last longer and work smarter.
3. **Wealth transfer** – We help our clients take care of heirs: finding and facilitating the most tax-efficient way to pass assets to loved ones in ways that meet the client's wishes with minimal difficulty and cost.
4. **Wealth protection** – We help our clients mitigate their concerns about protecting their wealth against catastrophic loss, potential creditors, litigants, children's spouses and potential ex-spouses and identity thieves—in short, ensuring that their assets are not unjustly taken.
5. **Charitable giving** – We help our clients look outward beyond their own families to the world at large. Charitable giving comes with its own unique set of challenges—from selecting the appropriate means of giving (such as direct gifts, donor-advised funds, or private family foundations) to selecting causes and specific organizations that will have the biggest impact.

We address these concerns ourselves and by having a strong network of professionals we trust. We do this by:

### (3) Relationship Management (RM)

1. **Nurturing relationships** with our client's, their life, and their wealth over time through a consultative process.
2. **Managing other professional advisers** including the ones in our network and our client's other advisers to address advanced planning concerns.



# The Wealth Planning Formula

$$WM = IC + AP + RM$$

**WM (Wealth Management) =**  
**IC**  
(Investment Consulting)  
+  
**AP**  
(Advanced Planning)  
+  
**RM**  
(Relationship Management)

$$IC = \text{INVESTMENT CONSULTING}$$

Management of all investment elements to maximize the probability of clients achieving all that is important to them.

- Portfolio performance analysis
- Risk evaluation
- Asset allocation
- Assessment of impact of costs
- Assessment of impact of taxes
- Investment policy statement

$$AP = WE + WT + WP + CG$$

**AP (Advanced Planning) =**  
**WE**  
(Wealth Enhancement: tax mitigation and cash-flow planning)  
+  
**WT**  
(Wealth Transfer: transferring wealth effectively; may not be within a family)  
+  
**WP**  
(Wealth Protection: risk mitigation, legal structures and transferring risk to insurance company)  
+  
**CG**  
(Charitable Giving: maximizing charitable impact)

$$RM = CRM + PNRM$$

**RM (Relationship Management) =**  
**CRM**  
(Client Relationship Management)  
+  
**PNRM**  
(Professional Network Relationship Management)

# The Wealth Planning Process

