



Planning Career Path

A Flow Chart for Planning and Management Growth Opportunities

→ *Developing Planning Expertise*

→ *Developing Management, Marketing, and/or Service Expertise*

→ *Developing Mentoring and Management Expertise*

(Options)

	Financial Planner	Sr. Financial Planner	Service Financial Advisor	Financial Advisor	Sr. Financial Advisor	Managing Director
Client Service	95-100% planning technical	75-85% client service	80-90% client service	60-85% client service Transition clients under \$6k	50-75% client service	40-60% client service
Business Development	Modest business development requirements	5-10% business development	10-15% business development	15-30% business development \$50-75k/yr net new business	20-35% business development \$50-75k/yr net new business	20-30% business development
Management	No management requirements	No management requirements	5-10% management	5-25% management	5-10% management	10-40% management
Book of Business	No book of business requirements	Relationship responsibility for 10-25% of Sr. FA book	Relationship responsibility for 25-90% of Sr. FA book	\$150-750k personal book	\$750k to \$1.5m team book	\$500k - \$1M book
Focus	Technical support of Financial Advisor	Increasing client responsibility and technical support of FA	Service of Sr. FA book	Service of Sr. FA book, business development of personal book	Business development and service of personal book	Business development of branch, staff development, service of personal book
Staff Development	No staff development requirements	Delegates and accomplishes work through CSA and FP	Delegates and accomplishes work through CSA, FP, or Sr. FP	Hires/mentors CSA, FP, or Sr. FP	Develops FA	Develops FAs and Sr. FAs

