

CREATING THE RIGHT
FEE MODEL FOR YOUR
FINANCIAL PLANNING BUSINESS

\$ PRICING Advice

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PRICING ADVICE BOOK

Pricing will be the key to your business success in the coming decade. While there will be other changes within the financial advice industry, nothing else will affect your business success like pricing.

The time to change to a fee-based pricing system is now.

While there is no one-size-fits-all pricing model that suits every financial advice business, there is a proven methodology to create a pricing model tailored specifically for your business and your clients.

The Pricing Advice Program is designed for financial advisers seeking practical support to construct and implement a sustainable and profitable pricing model which will improve their advice business.

Whether you're thinking 'Where do I start?' or 'We've been doing this for a while now but could do with some help working out the kinks', this book will help you to:

- **Determine which structure is right for your business – Fixed Fees, Hourly Rates or Asset-Based Fees?**
- **Decide how much to charge and when.**
- **Implement your new fee model, and sell it to your new and existing clients.**



\$49.95 + \$10 P&H

It's not just about transitioning to fees. It's about doing it well and achieving the goals you want for your business.

Sue Viskovic is the managing director of **Elixir Consulting**, an independent practice-development and business-coaching firm, specialising in providing advice and support to financial advisers around Australia.

In 2009, Sue published her world-first research into financial adviser pricing models. Having researched 120 firms for the Adviser Pricing Models Research Report, as well as assisting many businesses with their own transition to fees, and now having spoken to thousands more advisers on this topic throughout 2009/2010, Sue has created a process that is robust, well-tested and easy to follow. And it works for any business, regardless of size or scope.

This book forms a stand-alone part of the **Pricing Advice Program**. Readers can obtain further assistance through either the online or assisted programs, where they can engage with Elixir consultants in group workshop sessions and one-to-one coaching.

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