MORTENSON FINANCIAL SERVICES

2236 32nd Ave NE Ste A Seattle WA 98199
223 S Glendora Ave Ste 103 Glendora CA 91741
(206) 556-3689

INTRODUCTION - Getting to Know You
During our first meeting, we'll discuss the financial planning process, what you'd like to accomplish, and how we can help. We'll outline the Mortenson Financial Services Value Proposition, share information about Mortenson Financial Services and our personal backgrounds, detail how you'll pay for products and services, and present the client-centered wealth and investment management services we provide.

RELATIONSHIP BUILDING - Discovery, Fact-Finding, Understanding You
We'll begin getting to know you and what's most important to you, and we'll gather information about your current finances and overall personal circumstances, as well as discuss such issues as your tolerance for market fluctuation and risk exposure. We want to understand your needs, and we want you to have confidence that Mortenson Financial Services is able to execute a personalized plan with clear and effective investment strategies to help you reach your goals.

GOAL-SETTING - A Collaborative Approach
We'll work collaboratively with you to develop customized, realistic, achievable goals. Your goals become our goals and inspire us to help you reach your target, and we can use our specialized goal planning and monitoring services to check your progress. Throughout the process and over the course of our relationship with you, we'll provide skilled and committed guidance and professional, friendly service and support.

ANALYSIS AND TAILORED RECOMMENDATIONS
When we understand what's most important to you and have analyzed your particular circumstances, we'll develop a tailored, personalized recommendation - a dynamic strategy based on your goals, your time frame, and your tolerance for risk - designed to maximize the potential for you to successfully gather and grow your finances, protect your wealth, and transfer your assets according to your wishes.

PRESENTING YOUR FINANCIAL PLAN - Proposal, Choices, and Opportunities
We'll present your customized financial plan, and we'll work together with you to finalize the steps you'll take toward reaching your objectives. We'll help you understand the reasons for our recommendations and outline the disciplined strategies for achieving your goals, and together we'll discuss the next steps to put your plan into action. We'll also develop an ongoing communication schedule based on what works best for you.

IMPLEMENTATION/ONBOARDING
We strive to make our client onboarding process – the first step of implementing your plan – as smooth, consistent, personalized, and client-friendly as possible. Communication is key. We're a team, here to support and encourage you and make you feel welcome. We'll assist with documentation, explain processes, and manage expectations. We'll review the financial and personal information you've provided, open your accounts, and process incoming transfers and rollovers.

REVIEWING PERFORMANCE - A Client-Centered Partnership
When your plan is put into action, we'll begin reviewing performance. You'll be responsible for working with us to review the performance and progress of your financial plan over time. You'll let us know about changes in your personal circumstances (employment transition, birth of a child, inheritance) that may call for modifications to your plan. We'll track the progress you're making to reach your goals and determine whether revisions are needed.

PROTECT AND TRANSFER WEALTH
Financial planning focuses on what's important to you and provides a framework for keeping you on track to reach your goals, but comprehensive financial planning doesn't end with retirement. We have the knowledge and tools to guide you throughout your life, with tax and estate planning, life insurance and long-term care, legal and health care decisions, Trusts, and charitable giving. We help you grow, protect, and transfer your wealth in ways that make sense to you.

We help you plan for the dreams you have, how you care for those you love, and the way you choose to give back.
Whatever your priorities are, we're here with advice, guidance, and support.
ALWAYS HERE FOR YOU.

RAYMOND JAMES®

MORTENSON
FINANCIAL SERVICES

Introduction
Getting to know you

Relationship Building
Discovery and Fact-finding
Understanding you

Setting Goals
Collaborating with you

Analysis and Recommendations
Tailored to you

Proposal Presentation
Your Customized Financial Plan

On-boarding
Implementing Your Plan

Reviewing Performance
Our Partnership With You

Protect and Transfer
Tax and Estate Planning
Life Insurance/Long Term Care
Your Legacy