

QUESTIONS CLIENTS MIGHT ASK

One of our Certified Pareto Business Consultants shared this recently from one of his clients to help them be more proactive.

The group I spoke with today is putting together a list of questions clients are asking and developing responses so the team is delivering a consistent message. Here are the questions that have come from clients to this group so far.

1. What is the plan for this again? i.e. Let's go over what we talked about for my plan and how I am affected.
2. What if the market goes down 40% or more? Do you plan to change anything?
3. What if the market goes back up or near to its 2020 high, should we sell?
4. Do you recommend we do any options or active trading?
5. How much cash should I have?
6. Where should I keep it?
7. How do we know that our custodian is a safe place for our money?
8. Is credit worthiness of anyone we are doing business with (RIA/BD/Bank/Insurance company) a risk for me and my investments?
9. Should we be buying gold?
10. Are there other planning items we should be considering?
11. Have you reviewed my plan and do I have the right amount of liquidity to manage through this crisis?

Delivering the message

They discussed several ways of delivering these answers:

1. One-on-one phone calls with clients
2. 1 question:1 answer format sent out by email every couple of days so that client communication is active and consistent
3. Opening their investment committee calls to clients and friends/colleagues of clients
4. Town hall meetings - like investment committee - but for a broader range of Q&A

If you found these valuable and would like to contribute your own questions, please email inquiries@paretosystems.com