# The Beacon Experience™

Starter Kit

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## The Program

I am a financial coach.

We created a unique process for successful people called ***The Beacon Experience™***.

It is designed to help you navigate a dynamic course to pursue greater financial and personal success.

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# The Beacon Experience™

## Program Overview

**The Beacon Experience™** helps you navigate a dynamic course to pursue greater financial and personal success. Created by Bobby Cummings CFP®, AIF®, CFBS, CLTC, *The Beacon Experience™* is designed to help you gain greater financial confidence, protect and nurture your family, and target your goals.

"Most successful people have already achieved many goals, but they may still lack confidence in their finances," says Cummings. "In many cases, they may not have a vision for the future or a plan in place to achieve their goals. Often, their financial and legal affairs may not be as organized as they would like. They may not be aware of all the challenges they face or all of the opportunities available to them. Plans for their retirement and their children's education may not be in place.

The busy pace of life may leave them with little time to deal with non-critical financial issues. They procrastinate on making decisions and taking action because they are unsure of what is best for them. Fear of making a mistake, too many options to choose from, and conflicting information and advice can be paralyzing. Inaction can leave them vulnerable to unexpected changes in their employment situation and their health. They sometimes have a nagging fear they may run out of money during retirement. That's why we created *The Beacon Experience™*: to help you navigate a dynamic course to pursue greater financial and personal success."

*The Beacon Experience™* is a step-by-step process divided into three distinct stages. In stage one, we help you assess your current situation and set goals. Working together in stage two, we help you develop strategies and your plan. In stage three, we help you develop a **Financial Board of Directors™** and implement your plan.

"We developed this process working with our clients during the past two decades" Cummings says. "We help them understand their current situation, both strengths and

*** Financial Board of Directors -** a group of essential advisors who work together to help you implement your plan.

## Program Overview Continued

weaknesses, and create a powerful vision for their future. Then we look at the roadblocks standing in their way, develop strategies aimed at overcoming them, and review all of the tools to help them target their vision."

To help you get started with our process, you can participate one-on-one in **The Empowering Snapshot ™.** During the session, you work with us through the first stage of our process. When you've completed the session, you'll be ready to participate in **The Beacon Experience Program™**, designed to help you develop and implement your plan. You can also take advantage of **The Course Charter™**, our full suite of tools and capabilities.

"When you have completed the process, you will be navigating a dynamic course to pursue greater financial and personal success. We hope you will have a strong and viable vision for the future and a plan in place that seeks to help you achieve your goals. Your financial affairs will be organized and integrated. Our goal is that you will have a detailed picture of your estate and taken the steps needed to help protect your family's current affairs and financial future. An investment strategy will be in place for your retirement and for your children's education. Important decisions will be made with confidence. We will help indentify the dangers you may face and have protect against them accordingly. You will have the tools to help take advantage of the opportunities available. A trusted team will be helping you deal with your most important financial issues. Your advisors will be working together as your personal Financial Board of Directors. You will feel more confident that you will have the money you need in the future. Your life will be more balanced and you will feel confident about the future. And, most importantly, you will have greater financial confidence, be protecting and nurturing your family, and moving on the road to your goals."

For information about *The Beacon Experience™* call 843-884-9898

# The Beacon Experience™

**The Empowering Snapshot™**
You explore new ideas and become empowered and excited about your future. It helps you explore a new route for achieving your goals.

**The Goal Facilitator™**
We work together to assess your financial situation and explore realistic opportunities for your future. Helps you set goals for yourself and your family.

**The Beacon Experience Program™**
A special program that helps you navigate a dynamic course to achieve greater financial and personal success.

**The Financial Navigator™**
Working together through our strategic planning process we develop a detailed plan to help you get from where you are to where you want to go.

**The Course Charter™**
An integrated system of capabilities, resources, and expertise committed to the efficient and effective implementation of your plan.

**The Course Corrector™**
Regular review sessions to help you celebrate your progress, stay on course, address new challenges, and take advantage of opportunities as they arise.

**The Relationship Builder™**
Personal opportunities to enrich your relationship with your key advisors through social, recreation, and sporting activities.

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# The Beacon Experience™

## Would you like to experience our Process?

**The Empowering Snapshot™** is your complimentary opportunity to begin navigating a dynamic course to pursue greater financial and personal success. During this session, you work with us to complete the first stage of **The Beacon Experience™.**

When the session is complete, our goal is that you will have created an exciting and important vision and you will know what actions you need to take to help achieve that vision.

❑ ***Yes, I would like to sign up for The Empowering Snapshot™***

This is a complimentary session.

*Please complete this registration form and the exercises that follow. There are detailed instructions as to how to save and send this kit at the end of the exercises. Call 843-884-9898 for assistance.*

Name: ______________________________

E-mail: ______________________________

Company: ______________________________

Address/ Suite: ______________________________

City/ State: ______________ Zip Code: ______________

Telephone: ______________ Fax: ______________

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The Beacon Experience™

## Preparing for The Empowering Snapshot™

The following exercises are designed to help you prepare for **The Empowering Snapshot™.**

***1. The Beacon Experience Scorecard™***

***2. The Confidential Questionnaire***

During this complimentary session, we will review these exercises, help you more clearly understand your current situation, and strive to create a powerful and important vision for your future.

If you need assistance or have questions regarding these exercises, please call us at **843-884-9898.**

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## The Beacon Experience Scorecard™

To help you clearly understand your current situation, try *The Beacon Experience Scorecard™*. Rate your reactions to each pair of phrases. Decide where you lie on the scale from 1 to 10. Add up your total from each column. Speak to one of our Session Facilitators to understand the significance of your score.

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| I do not have a clear vision of my future | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I have a clear, well-defined vision of my future |
| I do not have a strategy to achieve greater financial and personal success | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I have a strategy to achieve greater financial and personal success |
| I do not have a step-by-step action plan to achieve my goals, both financial and personal | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I have a step-by-step action plan to achieve my goals, both financial and personal |
| My financial and legal affairs are scattered and disorganized | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | My financial and legal affairs are integrated and organized |
| I do not know if my retirement investments are allocated properly and on track to achieve my goals | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I do know if my retirement investments are allocated properly and on track to achieve my goals |
| I put off important decisions and am not aware of all my dangers or opportunities | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I make proactive decisions, protect myself from dangers, and take advantage of my opportunities |
| My advisors are not working together as a team | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I have a trusted team of advisors helping me to achieve my goals |
| I am not sure if I will have enough money throughout retirement | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I am sure I will have enough money throughout retirement |
| I am not taking full advantage of all the financial benefits and opportunities available | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I am taking full advantage of all the financial benefits and opportunities available |
| I do not have as much confidence in the future as I would like | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I have a strong sense of confidence about my future |
| ADD COLUMN TOTALS | | | | | | | | | | | YOUR SCORE 0 |

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## Confidential Questionnaire

1. What are your greatest concerns? What do you like most about your current situation? Please describe your current situation in detail.

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## Confidential Questionnaire

2. If you and I were meeting three years from today, what has to happen for you to feel you were gaining greater financial confidence, you were protecting and nurturing your family, and achieving your goals?

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# The Beacon Experience™

## Confidential Profile

This comprehensive, personal financial planning summary is designed to help you take inventory and assign realistic values to your personal assets and liabilities. It is the essential first step in organizing a sensible financial plan for your future.

FAMILY INFORMATION

Your First Name | Middle | Last | Suffix | Nick Name | Smoker? | Birth date | Social Security # (Optional)

Spouse's First Name | Middle | Last | Suffix | Nick Name | Smoker? | Birth date | Social Security # (Optional)

Children's Names & Date of Birth:

1) 2)

3) 4)

Residence Address | City | State | Zip Code

Mailing Address | City | State | Zip Code

Home Phone | Cell | Fax | Email

Spouse's Phone (if different from above) | Cell | Fax | Email

Referred By ______________________________ ☐ TV ☐ Radio ☐ Print

Name

OCCUPATION

Your Company Name | Type of Business | % of Ownership | # of Years | Work Phone | Retirement Date/Age

Spouse's Company Name | Type of Business | % of Ownership | # of Years | Work Phone | Retirement Date/Age

FAMILY INFORMATION

Financial Advisor's Name:______________________________ Firm:______________________________

Do you have a preference or a commitment to this advisor? ☐ Yes ☐ No

Attorney's Name:______________________________ Firm:______________________________

Do you have a preference or a commitment to this advisor? ☐ Yes ☐ No

Accountant's Name:______________________________ Firm______________________________

Do you have a preference or a commitment to this advisor? ☐ Yes ☐ No

Insurance Agent's Name:______________________________ Firm:______________________________

Do you have a preference or a commitment to this advisor? ☐ Yes ☐ No

Stockbroker's Name:______________________________ Firm:______________________________

Do you have a preference or a commitment to this advisor? ☐ Yes ☐ No

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# The Beacon Experience™

## Confidential Profile

What is important about money to you?

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# The Beacon Experience™

## Objectives & Concerns

### General:

Are you anticipating any major lifestyle changes? ☐ Yes ☐ No ☐ Uncertain
(I.e., marriage, divorce, retirement, moving, etc.)
If so, what changes are you expecting?

______________________________________________

### Retirement Planning:

What minimum income will you need at retirements (in today's dollars) $______________

If you plan on working after retirement, estimate your expected income: $______________

Are you contributing to an IRA? ☐ Yes ☐ No

Are you covered by any company retirement plans? ☐ Yes ☐ No

Type of company pension plan? ______________________________

### Protection:

Do you have adequate disability coverage? ☐ Yes ☐ No ☐ Uncertain

Do you have adequate personal liability coverage? ☐ Yes ☐ No ☐ Uncertain
Amount? $__________

Do you have enough life insurance? ☐ Yes ☐ No ☐ Uncertain

Do you have long-term care insurance for
nursing home expenses? ☐ Yes ☐ No ☐ Uncertain

### Estate Planning:

Do you have current will(s), living will(s), power of attorney, health care power of attorney, durable power of attorney? ☐ Yes ☐ No ☐ Uncertain

Have you established any trusts? ☐ Yes ☐ No ☐ Uncertain

Are you the beneficiary of any trusts? ☐ Yes ☐ No ☐ Uncertain

Have you adequately considered estate taxes? ☐ Yes ☐ No ☐ Uncertain

Have you provided adequate estate liquidity for your heirs? ☐ Yes ☐ No ☐ Uncertain

Please list your current concerns:

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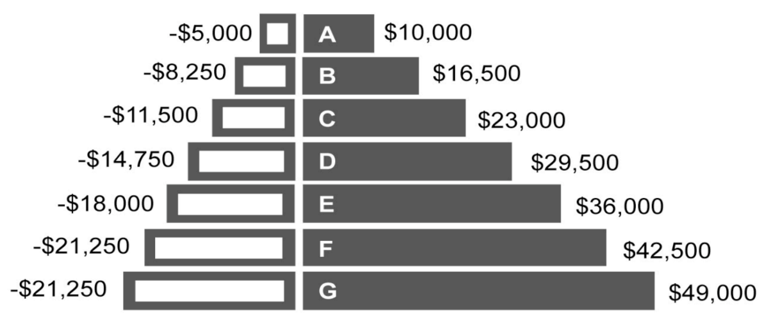
## Investment Objectives and Tolerance

Please complete the following questions as they apply specifically to the assets under consideration for this investment strategy proposal. Please consider your response to each question carefully to avoid responses that conflict with one another.

1. This graph shows the potential range of gains or losses of a $100,000 investment in each of seven hypothetical portfolios* at the end of a 1-year period. The number to the right of each bar shows the best potential gain for the portfolio, while the number to the left of each bar shows the worst potential loss. Given that this is the only information that you have on these seven hypothetical portfolios, which one would you choose to invest in?

- ○ Portfolio A
- ○ Portfolio B
- ◉ Portfolio C
- ○ Portfolio D
- ○ Portfolio E
- ○ Portfolio F
- ○ Portfolio G




* Not To Be Representative Of Particular Results

2. Inflation (rising prices for goods and services) can have a significant effect on your investments by decreasing their potential purchasing power over time. Aggressive investments have historically outpaced inflation over the long run, but have had more instances of short-term losses than more conservative investments. How do you feel about inflation and its impact on your investments?

- ○ You are satisfied with your investments keeping pace with inflation. Limiting the potential for short-term loss is your main goal, and you are willing to sacrifice the potential for higher returns
- ○ You would like your investments to outpace inflation. You are willing to assume some potential for short-term loss in order to achieve that goal
- ○ You prefer that your investments significantly outperform inflation. You are willing to assume a greater potential for short-term loss in order to achieve that goal.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## Investment Objectives and Tolerance

3. Suppose that a substantial portion of your investment portfolio is invested in stocks. If the stock market were to experience a prolonged down market, losing 50 percent of its value over a 3 year period, what would you do (assuming your stock behaved in a similar fashion)?

- Sell all the stocks in your portfolio. You are afraid that the stock market is in a downturn and you cannot afford the decrease in value
- Sell half of the stocks in your portfolio. You think that the market may rebound, but you are not willing to leave all of your investment exposed to further loss.
- Hold the stocks in your portfolio. You understand that your investment may be subject to short-term price swings and are comfortable 'weathering the storm'.
- Buy more stocks for your portfolio to take advantage of their low price. You are comfortable with market fluctuations and assume that the stocks will regain their previous value or increase in value.

4. Once again, assume you have a substantial portion of your investment portfolio in stocks. If the stock market were to gradually decline at an average of 2 percent per month, eventually losing 22% of its value over a year, which of the following would you do?

- Sell all the stocks in your portfolio and realize the 22% loss. You would wish to avoid the risk of further loss.
- Sell half of the stocks in your portfolio. You are not willing to leave all of your investment at risk further loss.
- Do nothing. You are comfortable waiting for the stocks to regain their previous value or to increase in value.
- Invest more now because stocks are selling for approximately 22% less than they were 12 months ago. You believe that the stocks will regain their value or possibly appreciate even higher over the long-term.

5. Aggressive investments have historically provided higher returns while exhibiting greater short-term price fluctuations and potential loss. How do you feel about fluctuations in the value of your portfolio?

- You want to minimize the possibility of loss in the value of your portfolio. You understand that you are sacrificing higher long-term returns by holding investments that reduce the potential for short-term loss and price fluctuation.
- You can tolerate moderate losses in order to achieve potentially favorable returns
- You can tolerate the risk of large losses in your portfolio in order to increase the potential of achieving high returns.

## Investment Objectives and Tolerance

6. Rate your risk tolerance on a scale of 1 to 10

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

The Beacon Experience™

# Family Balance Sheet

| Assets | Liabilities |
|---|---|
| **Investments (Non-Retirement):** | **Short Term:** |
| Stocks $__________ | Credit Cards $__________ |
| Bonds $__________ | Notes $__________ |
| Mutual Funds $__________ | |
| Other $__________ | **Long Term:** |
| **Investments (Retirement):** | Home $__________ |
| IRA $__________ | Business $__________ |
| 401(k) $__________ | Add'l Property $__________ |
| 403(b) $__________ | |
| Profit Sharing $__________ | |
| Other $__________ | **Other:** (Please list below) |
| **Business:** $__________ | |
| **Real Estate:** $__________ | |
| **Other:** (Please list below) | |

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## Family Income Statement

**Annual Income (Primary Earner):**

Name:________________________________________

Earned Income $_________________________

Investment Income $_________________________

Social Security $_________________________

Other $_________________________

Total $ 0

**Annual Income (Secondary Earner):**

Name:________________________________________

Earned Income $_________________________

Investment Income $_________________________

Social Security $_________________________

Other $_________________________

Total $ 0

**Annual Expenses:**

Fixed $_________________________

Variable $_________________________

Total $ 0

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## Personal Goal Planning

How can we help you? On a scale of 1 to 10 (1 being low and 10 being high) please Rate the following (Please feel free to leave anything blank that is not a priority at all Or does not apply to you):

- ☐ Financial security at retirement
- ☐ Reduce my tax burden
- ☐ Pay education expenses for my children
- ☐ Provide for my family in the event of my (or my spouse's death)
- ☐ Develop an estate plan
- ☐ Minimize the cost of probate and estate taxes
- ☐ Control the distribution of assets to my heirs
- ☐ Purchase real estate
- ☐ Plan for long-term care
- ☐ Fund a charitable endeavor

Other goals:

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

If you could change three things about your current financial situation, what would you change?

1.____________________________________________________________________

2.____________________________________________________________________

3.____________________________________________________________________

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# Personal Goal Planning

| Investment Goals | Priority Level | | | | |
|---|---|---|---|---|---|
| Return should exceed inflation rate | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Principal should be safe | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Investments should be liquid (immediately accessible) | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Diversification is important | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Professional asset management | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Reduce my taxable income | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Build tax-free income | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Long-term growth | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |
| Short-term profits | ☐ None | ☐ Low | ☐ Medium | ☐ High | ☐ Urgent |

Once you have completed our Starter Kit, please follow these instructions in order to send it to Lighthouse Financial:

1. While the Starter Kit is open, go to "File" on the toolbar (top left of the screen)
2. Click "Save a Copy (or Save As)"
3. Click the "Save In" drop down menu (Top middle) and select "Desktop"
4. Look for the "file name" drop down and rename the file with your last name and click "Save"
5. Open your e-mail to send a message, type: mary@cummingswealth.com in the address bar
6. Click the attachment button (usually looks like a paperclip icon).
7. Select Desktop from the "Look in" dropdown menu and find the PDF file with your name on it, double click on the file.
8. Your Starter Kit should now be attached to your e-mail.
9. Click "Send" and we will contact you.

**Thank you for taking the time to complete this profile.**
**Please return the completed profile prior to your session.**
**Email: mary@cummingswealth.com or bobby@cummingswealth.com**



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