



➤ **What is financial planning?**

Financial planning is the process of meeting your life goals through a “big picture” approach to managing your finances.




➤ **Financial Planning’s Role**

Financial planning helps you to:


- Define short- and long-term goals — what’s most important to you.

**What's most important?**



➤ **As you begin your financial journey, you are likely to have many unanswered questions . . .**

- Should I think about buying a home in this market? How much can I afford?



➤ **As you begin your financial journey, you are likely to have many unanswered questions . . .**

- What do I do about my student loans?



➤ **As you begin your financial journey, you are likely to have many unanswered questions . . .**

- Should I save my money? Where? How much?
- Do I need a financial planner? Can I afford one?






### Financial Planning's Role

Financial planning helps you to:

- Define short- and long-term goals — what's most important to you
- Assess your current financial situation and commitments.

**Achieve your goals.**



### What Is Your Current Status?

Do you have a good idea of your monthly income and expenses?

Do you know which expenses are truly necessary, and which are luxuries?

Are you living within your means?




### What Is Your Current Status?

Are you using credit responsibly?

Have you checked your credit report lately?


[www.AnnualCreditReport.com](http://www.AnnualCreditReport.com)



### What Is Your Current Status?

How much are you saving?

Do you have a sufficient emergency fund?



### What Is Your Current Status?

Does your employer offer a 401(k), 403(b), or other employee benefits?



### Financial Planning's Role

Financial planning helps you to:

- Define short- and long-term goals — what's most important to you
- Assess your current finances and commitments.
- Decide where you want to be in the future.
- Identify realistic strategies to achieve goals.
- Put your plan into action!
- Monitor progress.
  - ▶ review/adjust strategies as needed
  - ▶ keep on track to meet your goals



## Can I Do My Own Financial Planning?

- Do I know what **my goals** are in life?
- Do I know how to **prioritize or achieve** them?
- Do I understand the **level of risk** in my investment portfolio?
- Am I comfortable **choosing** financial products?



## Can I Do My Own Financial Planning?

- Do I have time to **organize and track** my finances myself?
- Do I have the **discipline** to plan a **specific financial strategy** and stick to it?
- Do I want to try financial planning **alone**?



## What Is a Financial Planner?

- Accountant
- Stockbroker
- Insurance agent
- Financial planner
- A financial professional who uses the financial planning process to help you meet your life goals.
  - your needs drive the planner's recommendations
  - "big picture" at the heart of each decision — what's best for you the client



## Financial Planning Process

- Establishing and defining the client-planner relationship.
- Gathering client data, including goals.
- Analyzing and evaluating your financial status.
- Developing and presenting financial planning recommendations.
- Implementing the financial planning recommendations.
- Monitoring the financial planning recommendations.



## Finding a Planner You Can Trust

- Financial planning is a relatively new profession.
- Loose government regulation of the term "financial planner."
  - some states group financial planners with investment advisers
  - investment advice is just part of financial planning
- Anyone can call him/herself a financial planner.
- How do you find a planner you can trust?




## Look for the CFP Marks





The certification marks above are owned by Certified Financial Planner Board of Standards Inc. and are awarded to individuals who successfully complete CFP Board's initial and ongoing certification requirements.


- CFP Board was created in 1985
- Nonprofit, professional regulatory organization
- Mission to benefit the public by fostering professional standards in personal financial planning
- Not a membership organization
- You the public are the CFP Board's owners



## Look for the CFP Marks

Four Es:

- 100 topic **E**ducation curriculum
- 2-day, 10-hour **E**xamination
- Minimum of 3 years **E**xperience
- Adherence to a Code of **E**thics



## Look for the CFP Marks

- Adherence to Practice Standards
- Renew certification every 2 years
- Continuing education (30 hours every 2 years)
- Disclosure of ethical/criminal findings



## How to Interview a Financial Planner

- 1) What is your background and experience?
- 2) What are your professional qualifications?
- 3) What services do you offer, and may I choose only some of those services?
- 4) What is your approach to financial planning?
- 5) Do you work alone or with others as a team?



## How to Interview a Financial Planner

- 6) How do you get paid for your services?
- 7) How much do you typically charge?
- 8) Could anyone besides me benefit from your recommendations?
- 9) Have you ever been publicly disciplined for any unlawful or unethical actions in your professional career?
- 10) Can I have it in writing?



## Your Rights as a Financial Planning Client

You have the right to:

- a planner who has integrity.
- objective advice.
- a planner who is competent.
- be treated fairly.
- privacy.
- a planner who is professional.
- a planner who is diligent.



## Finding a Local Planner

- The Financial Planning Association  
(800) 282-7526 / [www.fpanet.org](http://www.fpanet.org)
- National Association of Personal Financial Advisors  
(888) 333-6659 / [www.napfa.org](http://www.napfa.org)
- Society of Financial Service Professionals  
(888) 243-2258 / [www.financialpro.org](http://www.financialpro.org)
- American Institute of Certified Public Accountants - Personal Financial Planning Division  
(888) 999-9256 / [www.aicpa.org](http://www.aicpa.org)



## ↘ Checking Up on a Planner

- Certified Financial Planner Board of Standards  
(888) 237-6275 / [www.CFP.net](http://www.CFP.net)
- North American Securities Administrators Association  
(202) 737-0900 / [www.nasaa.org](http://www.nasaa.org)
- National Association of Insurance Commissioners  
(816) 842-3600 / [www.naic.org](http://www.naic.org)
- FINRA  
(301) 590-6500 / [www.finra.org](http://www.finra.org)
- Securities and Exchange Commission  
(202) 942-7040 / [www.sec.gov](http://www.sec.gov)



## ↘ Final Thoughts

- Trust your inner voice.
- Don't be afraid to speak up.
- Visit your planner to discuss your concerns.
- If you want more service/attention, ask for it!
- Remember, you are in charge.
- You have the right to terminate the relationship (recognizing the terms of the engagement).
- The best financial planning partnerships begin and end with cooperation, honesty and open communication.



## ↘ Williams Wealth Management Group, Inc.


- Providing comprehensive financial planning services to clients
- Ability to work on a fee-basis or hourly for financial planning
- Web-based solutions allow us to work with clients across the country



## ↘ For More Information . . .

Please visit our website:

[www.WilliamsWealth360.com](http://www.WilliamsWealth360.com)



# ↘ Financial Planning 101

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Fidelity Advisor  
Freedom Funds®

▶ A SINGLE INVESTMENT.  
A LIFETIME OF  
DIVERSIFICATION.

NOT FDIC INSURED • MAY LOSE VALUE • NO BANK GUARANTEE

FOR INVESTORS



### The importance of diversification

**ASSET ALLOCATION IS A MAIN DRIVER OF PORTFOLIO PERFORMANCE**

91.5% of performance variance is determined by asset allocation decisions.\*

8.5% of performance variance can be attributed to security selection and market timing.\*

Category	Impact on Variability of Returns
Asset Allocation	91.5%
Security Selection	8.5%

\*Binson, Hood, and Beebower, "Determinants of Portfolio Performance," Financial Analysts Journal, July-August 1986; Binson, Singer, and Beebower, "Determinants of Performance II: An Update," Financial Analysts Journal, May-June 1991.

### Investors typically lag the market

**CHASING RETURNS CAN CAUSE PERFORMANCE TO SUFFER**

**Mutual fund purchases and subsequent performance**

Year	Category	Sales (\$B)	Performance (%)
1999	U.S. Equity	\$67.64B	37.61%
	Fixed-Income	\$10.06B	33.47%
2002	U.S. Equity	\$5.92B	42.69%
	Fixed-Income	\$42.50B	8.62%

U.S. equity performance represented by the S&P 500® and fixed-income by the IBI U.S. Aggregate Index. Source: Strategic Insight (retail fund sales) & FMR Co. 12/31/04. Past performance is no guarantee of future results. It is not possible to invest directly in an index. Index performance is not meant to represent that of any Fidelity mutual fund. See last slide for index definitions.

### Introducing Fidelity Advisor Freedom Funds

**LIFECYCLE FUNDS DESIGNED FOR GOAL-ORIENTED INVESTING**

- Funds of funds (one investment, many funds)
- Asset allocation fund category
- Gradually become more conservative
- Frequently adjusted to match your changing needs
- Designed for time-dependent financial goals

The Advisor Freedom Funds are subject to the risks of their underlying funds, including the volatility of the financial markets in the U.S. and abroad, as well as the additional risks associated with investing in high yield, small-cap, and foreign securities.

### Age-based investing: disciplined, not arbitrary

**NOT ALL APPROACHES ARE EQUALLY BENEFICIAL FOR INVESTORS**

**"Step-Down"**

**Rolldown**

Source: FMR Co. This chart illustrates each Advisor Freedom Fund's approximate target asset allocation among equity, fixed-income, and short-term funds as of 3/31/07. The chart also illustrates how these allocations may change over time. The Advisor Freedom Funds' target asset allocation may differ from this illustration. Due to rounding and/or cash balances, asset allocations may not equal 100. This chart is not intended to represent current or future allocations in any Portfolio. The portfolio manager will periodically rebalance the portfolios as market conditions and the funds' performance weightings change. Strategic Advisers, Inc., reserves the right to modify the target asset allocation strategy of any Portfolio and may modify the selection of Fidelity and Fidelity Advisor Funds® for any Portfolio from time to time.

### Your investment changes with you

**INCREMENTAL SHIFTS TO BALANCE RISK AND RETURN OVER TIME**

**Fidelity Advisor Freedom Funds**

Year	U.S. Equity	Non-U.S. Equity	High Yield Bond	Inv-Grade Bond	MM/Short-Term Funds & Other Assets	Income
2005	100%	0%	0%	0%	0%	0%
2010	85%	0%	0%	0%	0%	0%
2015	68%	0%	0%	0%	0%	0%
2020	54%	0%	0%	0%	0%	0%
2025	40%	0%	0%	0%	0%	0%
2030	26%	0%	0%	0%	0%	0%
2035	12%	0%	0%	0%	0%	0%
2040	5%	0%	0%	0%	0%	0%
2045	3%	0%	0%	0%	0%	0%
2050	20%	0%	0%	0%	0%	80%

These charts illustrate each Advisor Freedom Funds' approximate target asset allocation among equity, fixed income, and short-term funds as of 3/31/07. The Advisor Freedom Funds' target asset allocations may differ from this illustration. Due to rounding and/or cash balances, asset allocations may not equal 100.

### Benefits of Fidelity Advisor Freedom Funds

**MAY BE A BETTER WAY TO STAY ON TRACK TO MEET YOUR GOALS**

- Complete diversification in a single investment
- Time-tested institutional quality money management
- Managed risk reduction along a shrinking timeline
- Portfolios reviewed and assessed on a daily basis
- Potential for fewer tax consequences

Diversification does not ensure a profit or guarantee against a loss.

### Multiple layers of management working for you

TEAMS OF EXPERTS DEDICATED TO YOUR INVESTMENT SUCCESS

**Allows you and your advisor to focus on broader issues:**

- Overall retirement strategy
- Estate planning
- College saving

Fund Facts  
Next Steps

### Fidelity Advisor Freedom Fund facts

Funds	Symbols				
	Class A	Class B	Class C	Class T	Class I
Freedom 2005	FFAVX	FFBVX	FCFVX	FTTVX	FFIVX
Freedom 2010	FACFX	FCFBX	FCFCX	FCFTX	FCIFX
Freedom 2015	FFVAX	FFVBX	FFVCX	FFVTX	FFVIX
Freedom 2020	FDAFX	FDBFX	FDFCX	FDTFX	FDFIX
Freedom 2025	FATWX	FBTWX	FCTWX	FTTWX	FITWX
Freedom 2030	FAFEX	FBFEX	FCFEX	FTFEX	FEFIX
Freedom 2035	FATHX	FBTHX	FCTHX	FTTHX	FITHX
Freedom 2040	FAFFX	FBFFX	FCFFX	FTFFX	FIFFX
Freedom 2045	FFFZX	FFFX	FFJX	FFTX	FFIX
Freedom 2050	FFFLX	FFFWX	FFYX	FFQX	FFPX
Freedom Income	FAFAX	FBFAX	FCAFX	FTAFX	FIAFX

Each share class has its own fee structure and eligibility requirements. Please see the prospectus for details.

**For more information:**

- Call your Fidelity representative at 800-544-9999
- Visit [advisor.fidelity.com/freedomfunds](http://advisor.fidelity.com/freedomfunds)

### Fidelity Advisor Freedom Funds

**FOR MORE INFORMATION**

**Please call your advisor**

### Legal

Not NCUA or NCUSIF insured. May lose value. No credit union guarantee.  
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**Your Advisor and Fidelity** Insight  
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Smart move.