

7-Steps to Financial Abundance[®]



Abundance Advisers

Helping Clients Attain Financial Abundance



FINANCIAL PLANNING – THE BASICS:

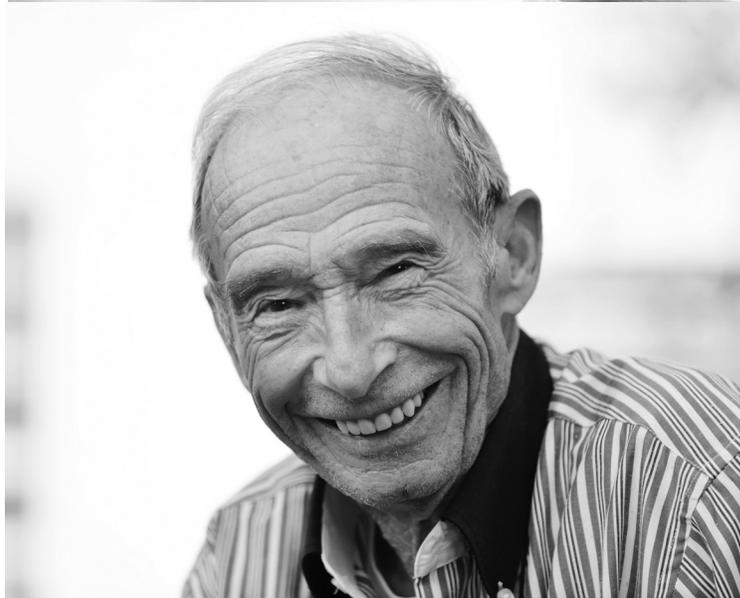
In general, there is a significant confusion on the subject of Financial Planning. Most people believe that it means investment of some sort, and as such, they perceive Financial Planning in a very limited manner. Many folks who just sell financial products, but call themselves financial planners or financial professionals further promote this confusion in the minds of the public. While investments are a part, Financial Planning is a much broader term. **The Standards of Professional Conduct** issued by the CFP® Board defines Financial Planning as:

“The process of determining whether and how an individual can meet life goals through the proper management of financial resources.”



It is up to the individual to determine their life goals and then work with a financial planner to properly manage his or her financial resources in meeting the goals. Financial planning integrates the financial planning process with these steps:

1. Establishing and defining the client-planner relationship
2. Gathering client data including goals
3. Analyzing and evaluating the client’s current financial status
4. Developing and presenting recommendations and/or alternatives
5. Implementing the recommendations
6. Monitoring the recommendations and make course corrections, as needed



In simple terms, before you invest money, you should clearly define the purpose or goal of that money. In our practice, we use the **“7 Steps to Financial Abundance”** strategy to help our clients attain their financial goals. Additional information on this strategy is available in this brochure. For investment recommendations, we use a simple A-B-C concept, which is also outlined in this brochure. At **Abundance Advisers**, we are committed to helping our clients achieve **Financial Abundance** and hope that you will choose to be one of them.

With best wishes,
—Daven Sharma, CPA, CFP®
www.abundanceadvisers.com

7-Steps to Financial Abundance® – an introduction:

What is Financial Abundance? While you may come across many definitions if you searched this term, the one we like explains it as “relative degree of plentifulness”, i.e., it is up to each individual to define the level of comfort they seek. This ties in very nicely to the goal setting concept that was explained earlier in the definition of Financial Planning. **Our 7-Steps to Financial Abundance®** is centric around financial planning concepts, and is presented in a manner which is very easy to understand and implement.

Here’s a graphical design of the system:



This system is very simple, yet very powerful. Unfortunately, many continue to pursue Financial Abundance chasing shining objects in vain. As Warren Buffet aptly said,

“There seems to be some perverse human characteristic that likes to make easy things difficult.”

The key to success is to understand, adopt and follow a simple path to success. In our practice, we ensure that our clients understand the **7-Step** strategy and work with us to ensure that each step is implemented over time to maximize the results.

While each and every step is important, Step # 4 relates to managing investments that deserve a special mention. We utilize yet another simple methodology for managing investments, known as the **A-B-C Planning Process**.

Please read the next section to get an understanding of the A-B-C process.



Developed by **Mr. Dave P. Vick**, who was nominated for 2013 Advisor of the Year Award, this process utilizes a simple strategy to allocate a client’s investable assets into three (3) buckets:

Bucket A: Liquid, emergency money bucket.

Bucket B: Safe money bucket – follows three (3) money rules:

- 1) Protect your Principal
- 2) Protect your Gains
- 3) Protect your Income

Product choices under this bucket include Fixed Annuities, Fixed Indexed Annuities, and Cash Value Life Insurance Products.

Bucket C: Growth money bucket – this bucket generally contains investments tied to the stock market, such as managed portfolios, and alternate investments.

The allocation between these buckets is based on client preferences and tolerance for risk. After all, peace of mind is the most important thing in life. Regular monitoring of investments and re-allocation between Bucket B & C are an ongoing part of the consultative process, with the end objective of attaining financial goals.



Daven Sharma, CPA
Certified Financial Planner™

Daven Sharma, well-known developer of “**7-Steps to Financial Abundance**”, is an educator, author and a financial planning expert in the San Francisco Bay area. His CPA firm, Davis & Company, provides tax and accounting services to individuals and small businesses, while his financial planning firm, Strategic Advisors, Inc., provides wealth management and wealth preservation services to its clients.

Daven considers himself to be a holistic fiduciary advisor. His **7-Steps** system touches each and every facet of his clients’ financial life, not just their investments. He helps his clients by creating a lifetime financial plan that helps to identify strengths, weaknesses, opportunities and threats in their financial life. From there, a recommendation is made to put that plan into action by capitalizing on the strengths and eliminating any potential threats along the way.

As an educator, Daven teaches his concept of “**7-Steps to Financial Abundance**” to his radio listeners as well to those who attend his free seminars and webinars held throughout the year. He strongly believes in having a good balance between creating wealth and enjoying life.

He maintains his own balance between work and enjoyment by spending time with his wife, two daughters and, a newly rescued puppy, Lilah.

To learn more about “**7-Steps to Financial Abundance**” or to participate in upcoming seminars or webinars, **contact us:**



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