

PROFESSIONAL PLANNING COORDINATION SERVICES, LLC
ELEVATE & DIFFERENTIATE YOUR CLIENT SERVICE OFFERINGS

SHARE THE VISION

THE SKY'S THE LIMIT

THE PPC SERVICES
GENERAL INFORMATIONAL BOOKLET

LICENSEES WHO ALIGN THEIR CURRENT PRACTICE STRATEGIES
WITH THE PPCS TEAM WILL
ELEVATE & DIFFERENTIATE THEIR FIRM'S CLIENT SERVICE OFFERINGS

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AN ALLIANCE WITH PPCS

THE BENEFITS OF WORKING WITH PPCS

Expectations of Success

A successful platform elevates and differentiates your firm and your firm's client service offerings by the formalization of alliances with those who possess shared visions. Expectations are exceeded when a cohesive team approach is taken, to align core business strategies and philosophies and deliver a service which attracts and maintains a loyal client base. [\[back to Table of Contents\]](#)

Why Work with PPCS?

We are Unique.

Providing a powerful, yet distinctive client service offering focused on promoting a PPCS Licensee as the client's "Lead Advisor". Training and delivery of the PPC Service is guided by an all-inclusive step-by-step program designed to focus on your core business strategy which is attracting new and existing clients, while earning repetitive premium hourly revenue. [\[back to Table of Contents\]](#)

Proprietary Back-Office Administration and Marketing Programs

Inclusive Turnkey Branding.

Access to fully integrated back-office administrative platforms including Formal, Informal and "On-Demand" Marketing Programs and encompassing a seamless integration of turnkey branding with a Licensee's current marketing materials. [\[back to Table of Contents\]](#)

Step-by-Step Approach

From beginning to ongoing . . . every step of the way.

The model of shared success is a powerful influence and motivator. It is the key fundamental of any great organization. To be the best at what you do, is to align with strategic professionals who excel at what they do. Cultivating and empowering strategic alliances fosters thriving ongoing and successful business relationships. PPCS can be one of your supporting strategic professional organizations. [\[back to Table of Contents\]](#)

Focused Exclusively on a Licensee's Success

PPCS works exclusively with Attorneys, CPAs and Fee Only RIAs who represent affluent individuals, families, businesses, non-profits, trust and estate administration clients. [\[back to Table of Contents\]](#)

EXECUTION OF THE STRATEGY

I know what to do, but how do I implement it?

After completing a One-Day Orientation and Training Session with PPCS' training personnel, you and your Marketing Coordinator ("MC") will be ready to implement your PPC Client Service Offerings and Marketing Programs. [\[back to Table of Contents\]](#)

How do I know if I'm doing it right?

Upon implementation of Licensee's Client Service Offerings and Marketing Programs, Licensee's monthly and year-to-date reporting tools and reports will provide dynamic insight into the success of your client offerings, marketing efforts and their results. [\[back to Table of Contents\]](#)

Approach, Confidence, Program & Goal

Approach:

To strive for simplicity, client loyalty and client referrals through the delivery of the consummate client service - PPC Service. [\[back to Table of Contents\]](#)

Confidence:

Implementation and coordination of our well designed, turnkey client meeting agendas elevates your status to client's "Lead Advisor". Your position as your client's "Lead Advisor" will become clearer as you lead your client through their PPC Service Meetings. [\[back to Table of Contents\]](#)

PPCS' Program:

Designed to handle all back-office administration of the PPC Service, so you can do the most important work -- providing a comprehensive Professional Planning Coordination Service, while promoting client referral relationships with your clients' advisors. [\[back to Table of Contents\]](#)

Licensee's Goal:

Gain a deep understanding of the client's planning needs and issues by organizing their personal, financial and business information, uploading it to their portal and getting the client and client's advisors to focus their planning expertise on client's formal planning issues and resolving each issue while surpassing your client's expectations. [\[back to Table of Contents\]](#)

PROGRAM SERVICES

Orientation & Training Sessions: **Licensee must attend a One-Day Session in the Initial License Year within 90 days of signing the License Agreement.**

Webinars: **These Informational** Webinars are designed to focus on the PPC Service Marketing Programs and the implementation of those marketing programs.

E-mails to Licensees: **Regular e-mail tips.** Emphasis is designed to focus on the current Marketing Programs to embolden you to conduct your PPC Service Marketing Programs.

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PPC Services Primary Marketing Focus –

Select your Individual, Family, Business, Non-Profit, Trust and Estate Administration Clients to become PPC Service Clients:

The PPC Service is designed to address the organizational and planning needs of individual, family business, non-profit, trust and estate administration clients. Never before have CPAs, Attorneys or Fee Only RIAs been given the opportunity to provide such comprehensive services to their clients.

Classify PPC Service Client Prospects as to their Marketing Importance - Class 1, 2, 3, 4, & 5:

As a PPC S Licensee, you have the opportunity to market your PPC Services to existing clients, new client prospects and Centers of Influence. PPCS teaches its Licensees how to classify their existing clients and new client prospects so Licensee marketing programs are geared to the best prospects.

The Ideal Client Profile:

Licensee has [The Five Levels of PPC Services](#) to market to Individual, Family, Business, Non-Profit, Trust and Estate Administration Clients. The financial profile for a PPC Service Client Prospect is:

SIX CLIENT TYPES ⁽¹⁾ :	INDIVIDUAL	FAMILY	BUSINESS	NON-PROFIT	TRUST	ESTATE ADMINISTRATION
FIVE CLIENT CLASSIFICATIONS:	Adjusted Gross Income	Adjusted Gross Income	Total Income	Investment Assets	Trust Assets	N/A
CLASS 1	Greater than \$1M	Greater than \$1M	Greater than \$10M	Greater than \$10M	Greater than \$10M	N/A
CLASS 2	\$500K-\$1M	\$500K-\$1M	\$5M-\$10M	\$5M-\$10M	\$5M-\$10M	N/A
CLASS 3	300K-\$500K	300K-\$500K	\$3M-\$5M	\$3M-\$5M	\$3M-\$5M	N/A
CLASS 4	\$100K-\$300K	\$100K-\$300K	\$1M-\$3M	\$1M-\$3M	\$1M-\$3M	N/A
CLASS 5	Less than \$100K	Less than \$100K	Less than \$1M	Less than \$1M	Less than \$1M	N/A

⁽¹⁾ Each PPC Service Client of Licensee must be categorized as one of the Five Client PPC Service Levels (i.e. Client PPC Service Portal, Basic PPC Service, Lifetime PPC Service, Enhanced PPC Service, Comprehensive PPC Service).

Positioning as the “Lead Advisor”:

Delivering the PPC Services to a client automatically raises you in the client’s eyes, as their “Lead Advisor”, especially if you are providing one of the four Formal PPC Services.

Marketing Strategy:

(LICENSEE’S FOCUS) What can you do to improve the lives of your clients? Stress the benefits of client involvement and the benefits to their wealth management efforts if they engage the PPCS Licensee to coordinate the planning efforts of the client. [\[back to Table of Contents\]](#)

THE PPCS EXPERIENCE

Discovery Process

Licensee Prospect confers with a PPCS Representative to assess if adding PPC Services would better serve his or her clients and increase hourly revenue.

Committment Phase

A License Agreement is signed and the appropriate paperwork is processed to begin the step-by-step instructions for beginning the marketing and delivery of the PPC Services.

Organizational Meeting

Licensee completes a PPC Services Workbook.

Orientation Sessions

New Licensee's and their Marketing Coordinators are scheduled for their training to familiarize them with the PPC Service, marketing programs, back-office administration and delivery of the PPC Service to their clients.

Marketing Foundation

Licensees will begin their marketing programs to solicit PPC Service clients from their existing client base, new client prospect list and Centers of influence.

Business Development

In delivering the PPC Services, Licensee has the opportunity to develop strategic alliances with their client's other Advisors. As a PPC, Licensee is automatically raised to "elite advisor" status and this puts Licensee in a position to develop Advisory Teams with other Advisors who recommend Licensee to provide his or her professional services as well as PPC Services. This solidifies the "Lead Advisor" position in the elite client niche market and allows for the formalization of an ongoing referral program between clients and other professionals.

Expertise

Licensee's will strengthen their mastery of core marketing skills to obtain and retain key clients, administer unparalleled client services, and derive greater flexibility in their service offerings by providing PPC Services.

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THE PPCS LICENSEE CLIENT EXPERIENCE

Marketing Process	Licensee approaches Client Prospect and explains how the PPC Services would benefit client and client's family.
Client Commitment Phase	PPC Services Client Prospect decides to move forward and signs a PPC Services Engagement Agreement.
Licensee Orders PPC Service	Licensee completes, signs and sends the PPC Services Order Form to PPCS.
Client Administration	DOM starts and completes the new PPC Service Client Process.
Aggregation & Collection Process	MC will begin organizing and uploading client's documents to client's portal. PPCS will begin the process by downloading client's investment portfolio reports into client's portal.
Formal Planning Meetings & Follow-Up	Licensee conducts client's PPC Service Planning Meetings and MC assigns action items to client and Advisors and follows-up with Advisors.
Expertise	Licensee's "Lead Advisor" status and coordinated Co-Advisors combine to administer unparalleled client services and deliver greater discipline and flexibility for the client's overall planning efforts.

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PPC SERVICES TEAM



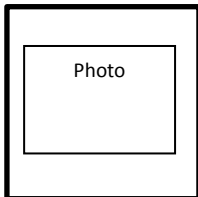
William D. Heichel, JD, CFP®

CEO, Bill Heichel founded PPCS in 2011, to elevate & differentiate Attorneys, CPAs and Fee Only RIAs client service offerings to their best clients. His 24 years in the practice of law as a senior partner and 35 years as President and CEO of a nationally ranked financial wealth management advisor firm is the stimulus for William D. Heichel to fill a niche market void. He received his Bachelor of Arts from Kent State University in 1966, his Juris Doctorate from the University of Akron in 1970, and he has a Certified Financial Planning (CFP®) designation from the College of Financial Planning.



Keith A. Heichel, CFP®, ChFC, AAMS

Keith Heichel, Vice President of PPCS and Director of Sales for Northeast Ohio. Keith brings proven sales and leadership skills to the PPCS team. Throughout his career, Keith has worked with institutional and high-net-worth clients. Keith's expertise to the PPCS team is developing strategic alliances with all stakeholders. He received a Bachelor of Arts in Finance from Baldwin Wallace College, and has earned the Certified Financial Planner (CFP®) and Chartered Financial Consultant® (ChFC) designations.



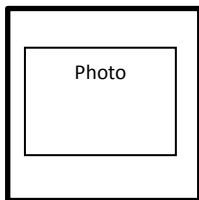
David W. Heichel

David Heichel, Director of Sales for Northwest Ohio. David brings considerable expertise in the field of strategic development and brand marketing platforms. His specialization is the Attorney and CPA business sector. He is a former Field Vice-President for American Express Financial Services and brings a wealth of advisory field expertise to PPCS.



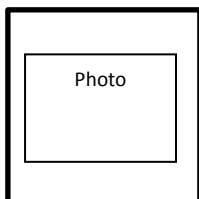
Andrew J. Silver

Andy Silver, Director of Sales for Southern Ohio. Andy is responsible for the development of CPA and Attorney relationships in the area, supporting growth of their businesses and enhancing the services they offer their clients. Andy holds a Bachelor of Arts in Business & Finance from Villanova University.



Tonya Bowersock

Tonya Bowersock, Director of Marketing-Licensee Sales & Services. Tonya brings considerable expertise in the field of business development, operations, marketing and training to support the overall objectives of elevating and differentiating company stratagems. Tonya holds a Bachelor of Arts in Business Management from Eckerd College.



Regina Thompson

Director of Client PPC Services. Regina is responsible for the operational and support services of Licensees and their client service offerings. Her specialization is in the delivery of Licensee and client service support and coordination. Regina brings a wealth of experience working with high net worth individual, business and non-profit client bases.

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ABOUT PPCS, LLC

We are focused exclusively on “Elevating & Differentiating a Licensee’s Success”. PPCS is an innovative, technologically advanced client services platform.

ELEVATE & DIFFERENTIATE YOUR CLIENT SERVICE OFFERINGS

LEARN HOW TO COORDINATE AND INTENSIFY YOUR CLIENT’S PLANNING EFFORTS AND THE EFFORTS OF THEIR ADVISORS

EXCEL IN MARKETING YOUR PRACTICE WITH OUR FORMAL, INFORMAL AND “ON-DEMAND” MARKETING PROGRAMS

VALUE THE INCREASED CONFIDENCE AND FINANCIAL BENEFITS YOUR CLIENTS WILL EXPERIENCE FROM YOUR PPC SERVICES

ADD NEW CENTERS OF INFLUENCE FOR YOUR PRACTICE THROUGH THE INCLUSION OF YOUR CLIENTS’ ADVISORS IN THE PPC SERVICE MEETING PROCESS

TREAT YOUR BEST INDIVIDUAL, FAMILY BUSINESS, NON –PROFIT, TRUST AND ESTATE ADMINISTRATION CLIENTS TO A NEW LEVEL OF SERVICE THAT IS SECOND TO NONE

ELIMINATE OR SUBSTANTIALLY REDUCE YOUR COMPETITION FOR NEW INDIVIDUAL, BUSINESS, NON-PROFIT, TRUST AND/OR ESTATE ADMINISTRATION CLIENTS BY OFFERING PPC SERVICES

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PPCS

Our Mission

Our mission is to assist Attorneys, CPAs and Fee Only RIAs in providing organization, discipline and coordination to the financial planning efforts of their clients and their clients' Advisors.

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Our Vision

Our vision is to "Elevate" and "Differentiate" the professional practice of our PPCS Licensees to a position of an elite "Lead Advisor" in their county. [\[back to Table of Contents\]](#)

Our Value

Our value is to provide the methodology for delivery of the highest level of fiduciary planning assistance to those clients who seek it, by helping Attorneys, CPAs or Fee Only RIAs deliver a top of the line Professional Planning Coordination Service. [\[back to Table of Contents\]](#)

WHAT MAKES US UNIQUE?

No one offers what PPCS does; especially at the level we do it. We have raised the bar by elevating and differentiating the standards of delivering Professional Planning Coordination Services. [\[back to Table of Contents\]](#)

Business Marketing and Development

PPCS provides the strongest and most reliable marketing programs currently available to Attorneys, CPAs and Fee Only Advisors to market their practices and their clients PPC Services. [\[back to Table of Contents\]](#)

Statistical Reporting

PPCS has developed the system to easily allow your administrative assistant ("MC") to follow your marketing efforts and report the results. [\[back to Table of Contents\]](#)

Access to our PPCS Representatives

As a PPC Licensee, you will have the following PPCS staff available on demand:

- PPC Service Representative
- Marketing Program Implementation Representative
- PPC Services Delivery Representative

PROFILES OF SUCCESS

Star Collaborative Alliances

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ASSISTANCE WITH SEMINAR AND WEBINAR PARTICIPATION

Our PPCS Staff is interested in assisting you in any way we can, such as speaking at a client seminar or webinar, so please feel free to contact us when you need assistance. [\[back to Table of Contents\]](#)

Professional Planning Coordination Services
c/o Seminar-Webinar Program Administrator
Six West Third Street, Suite 200
Mansfield, Ohio 44902
E-mail: Admin@ProfessionalCoordinator.com
Phone: 866.998.2737 Ext. 5

CONTINUING EDUCATION APPROVALS

The Ohio Society of CPAs has granted approval of 2 hours for current and upcoming Seminar/Webinar participation in the Professional Planning Coordination Services, LLC Program as well as seven (7) hours for attending a PPC Service Licensee Training and Orientation Seminar. As additional segments are introduced to the PPC Service Program, they will be submitted for approval.

If there are professional organizations you would like us to approach regarding continuing education approval, please contact our office Admin@ProfessionalCoordinator.com.

Costs associated with this seminar/webinar are approved expenses. [\[back to Table of Contents\]](#)

YOU MARKET

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WE PREPARE

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YOU DELIVER

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