

## Case Study

# How to Use Asset-Map + eMoney to Create Intuitive Planning Conversations

## EXECUTIVE SUMMARY

When Eric Hemingway added Asset-Map to his technology stack, he expected a tool that would help him collect information more easily from new clients. But in the years since adopting the client engagement platform, he's also found ways to leverage its capabilities to generate more precise conversations and use its time-saving features to complement plans built with eMoney Advisor's financial planning platform.

“

*When I first started with Asset-Map, I used it as a data-gathering tool. As I became more proficient, I started building maps on the fly with clients. Now, I can save time and steps during meetings when explaining a client's financial plan.*

”



## A BETTER WAY TO GAME PLAN WITH CLIENTS

Fact-gathering has long been the most inefficient step in the client journey. Hemingway and his team recognized that the discovery phase they offered to clients could be improved. Too often, a client would bring an incomplete factfinder questionnaire to an initial meeting, and the process would drag on as they attempted to find statements and retrieve additional information.

As a high school coach, Hemingway understood the value of diagrams. With a few simple Sharpie strokes, he could get his entire team on the same page. So why couldn't he take the same approach to get his clients and himself on the same page with their financial gameplan?

Soon, he would find the solution that would give him that capability.

## THE GAME CHANGER

Hemingway and his team discovered Asset-Map through United Planners, which offers the software as a recommended solution for its independent advisor representatives. Immediately, Hemingway saw that Asset-Map could solve the issue of not having consolidated, accurate, and up-to-date client information—both when first meeting a client, and as relationships develop over time.

In addition to offering a better process for his discovery meetings, it also provided an important collaborative tool that could serve as a centerpiece for conversations. Creating an Asset-Map Report produced a visual, one-page takeaway for Hemingway and his clients that focused and clarified conversations about complex financial topics.

## AN EASY WAY TO GET ORGANIZED

Throughout his years of serving investors, Hemingway found that oftentimes clients never saw their own balance sheet. As a result, they often didn't understand the full scope of their various financial accounts across different institutions they'd accumulated over their lifetime.

With Asset-Map as a central part of his technology stack, Hemingway can put all of a client's financial accounts into a single, interactive view so they can see everything at once, and get organized quickly. Some of Hemingway Wealth Management's clients have even used their Asset-Map as an addendum to the personal financial statement they've submitted to qualify for a loan.

## COMBINING THE POWER OF ASSET-MAP WITH EMONEY

In addition to Asset-Map, Hemingway's team also relies on eMoney Advisor to create detailed financial plans for clients. In his experience, the two solutions work seamlessly together as they complement each other's strengths.

In one recent example, Hemingway met with a husband and wife with three young children. The mother was a professor and the father had a doctorate, so their children's education was important to them. They wanted to know what type of collegiate education they could afford. Hemingway's plan began in Asset-Map: he reviewed their complete financial situation and identified the financial accounts they could use for education funding. He then supplanted that planning by using eMoney to compare the tuition cost of each university the parents wanted to analyze.

By leveraging Asset-Map and eMoney together, Hemingway gave his clients an immediate understanding of how their finances could support their goals, both from a conversational view and a detailed discussion.

“

*What I love about Asset-Map is that we can send the Discovery link to a client, they can input their household information quickly on their device, and we have a productive first meeting that's time well spent.*

”

*Eric Hemingway, managing partner and founder of Hemingway Wealth Management, has developed an incredible range of expertise in his 23 years as an advisor, including the last five as an independent advisor representative with United Planners. In addition to working with individual investors, Hemingway and his team also provides retirement plan services to employers.*