

# The Trifecta of Top Tech Tools for Advisors



**MobileAssistant**<sup>™</sup>  
Talk, Don't Type



**REDTAIL TECHNOLOGY**



**MoneyGuidePro**<sup>™</sup>



# MEETING NOTES

## THE ELEPHANT IN THE ROOM

# THE SOLUTION: TALK, DON'T TYPE



**MobileAssistant**<sup>™</sup>  
Talk, Don't Type

# The Client Meeting

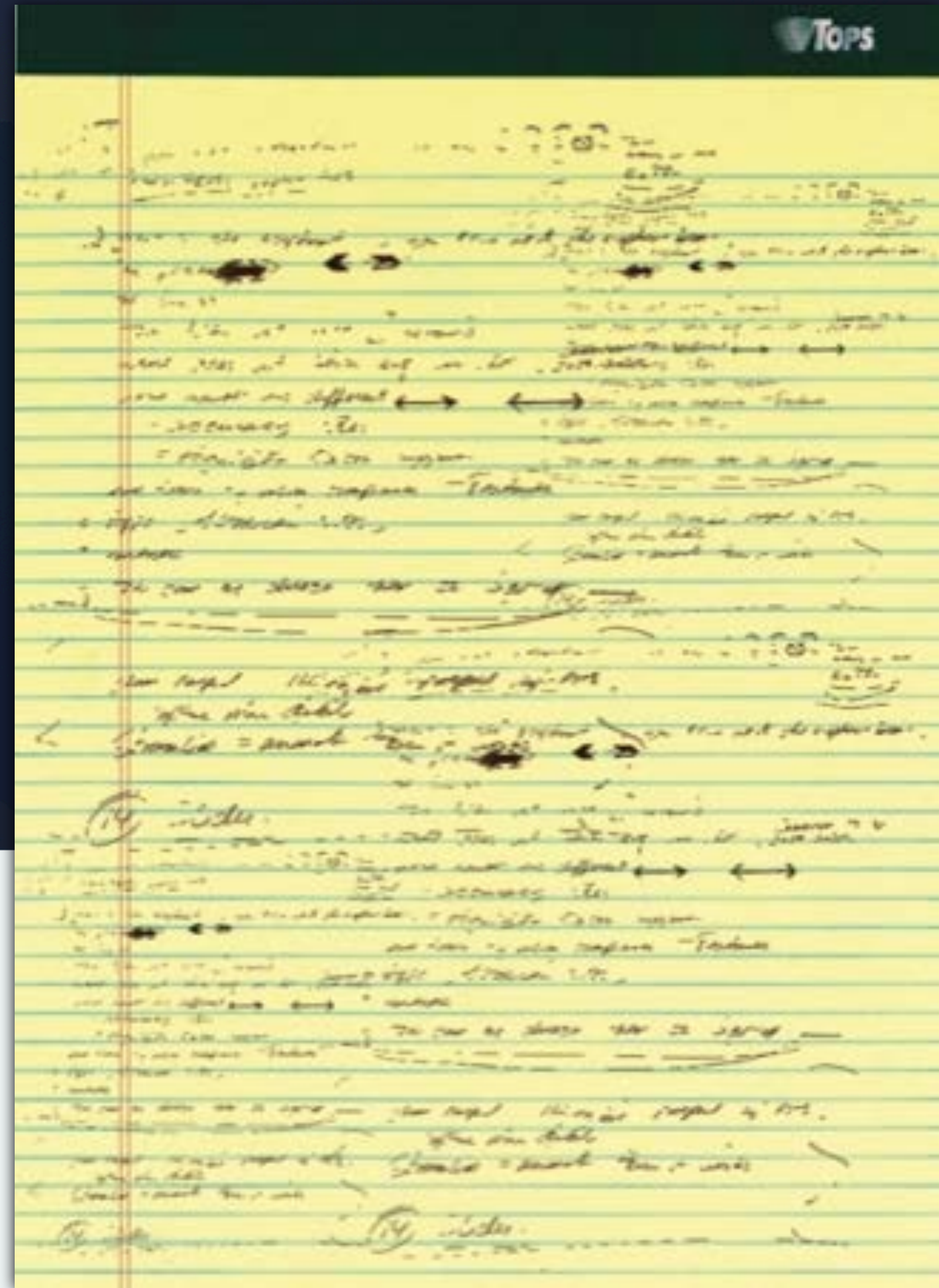
## Note Routine

After a few days, it all looks like this.

At best, these notes are difficult to decipher after a meeting.

What made perfect sense when you were sitting face-to-face or speaking on the phone with your client becomes less accessible the minute the meeting is over.

And, it gets worse as more time passes.



What did I say here?



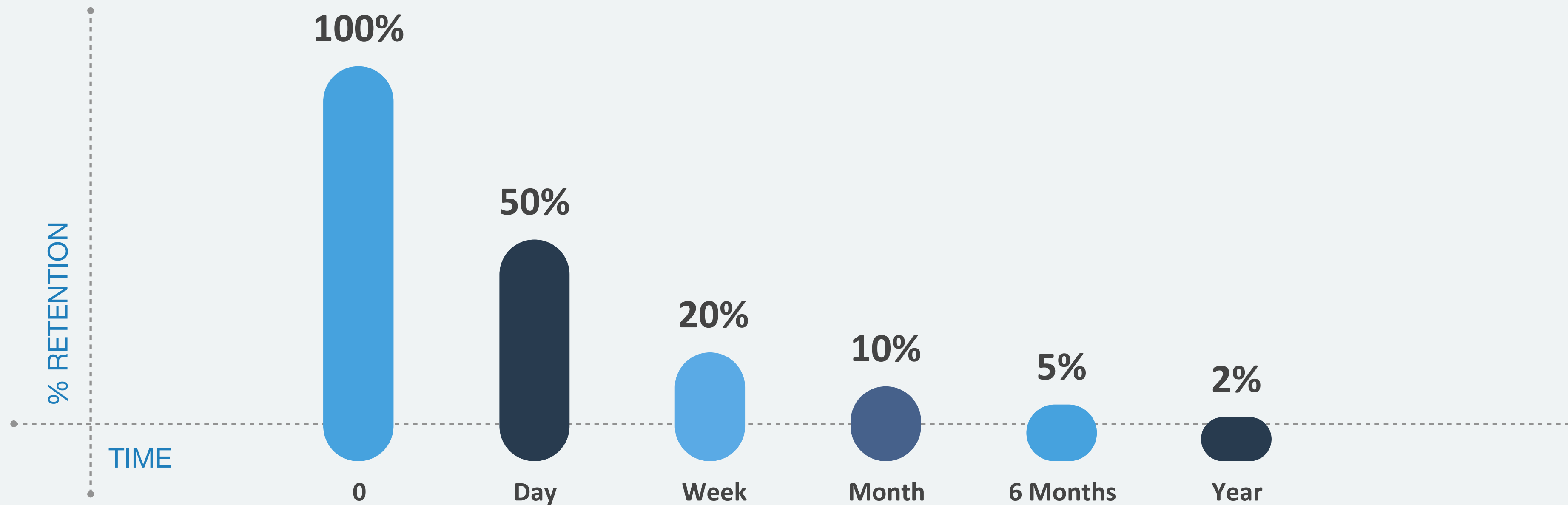
What did this doodle mean?



So much back-and-forth.

# The Client Meeting

Note Routine

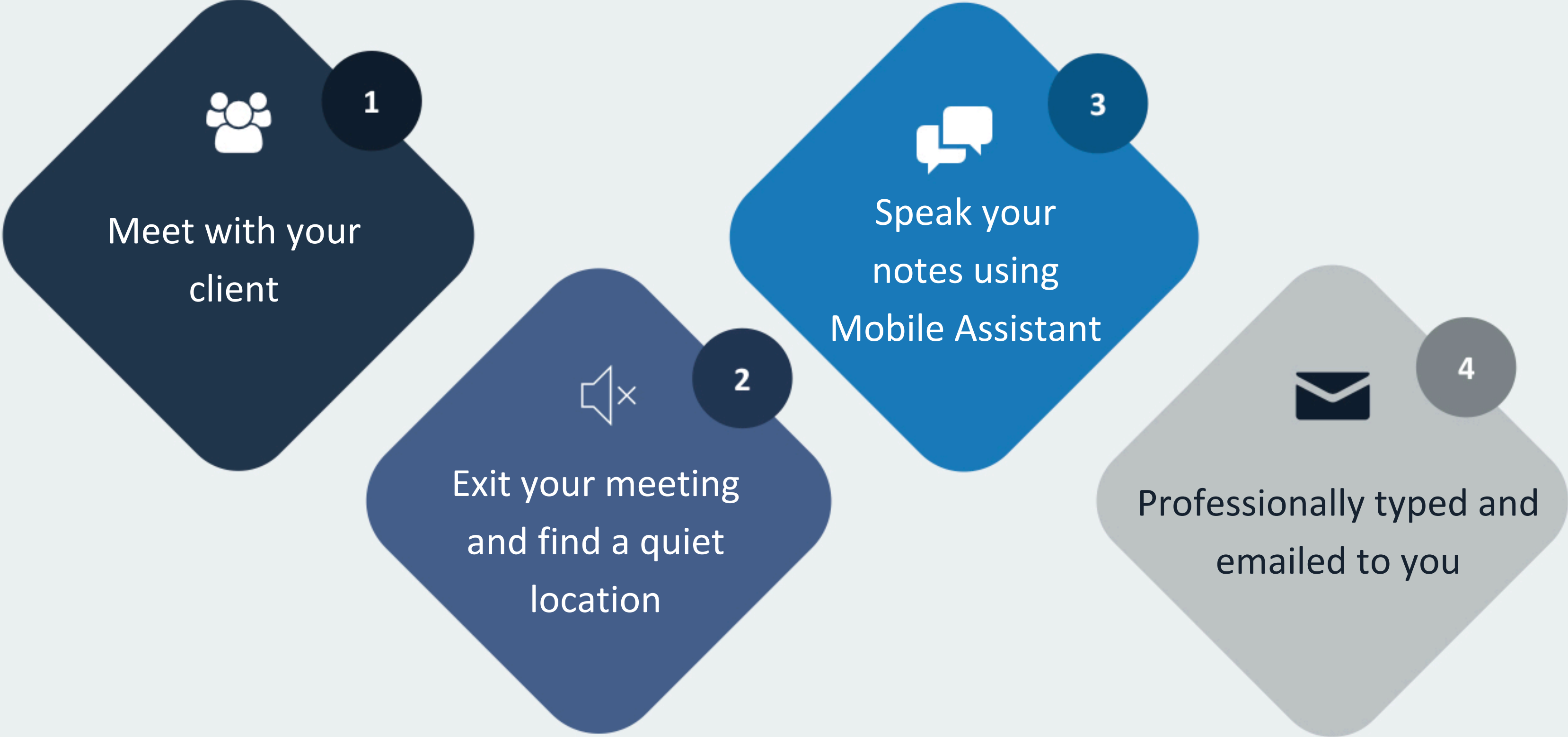


### The Ebbinghaus Forgetting Curve

Did you know that 2/3 of our short term memory is lost one hour after a meeting?  
90% of client meeting information is lost after 24hours!

# There is a better way

It is 2016 after all

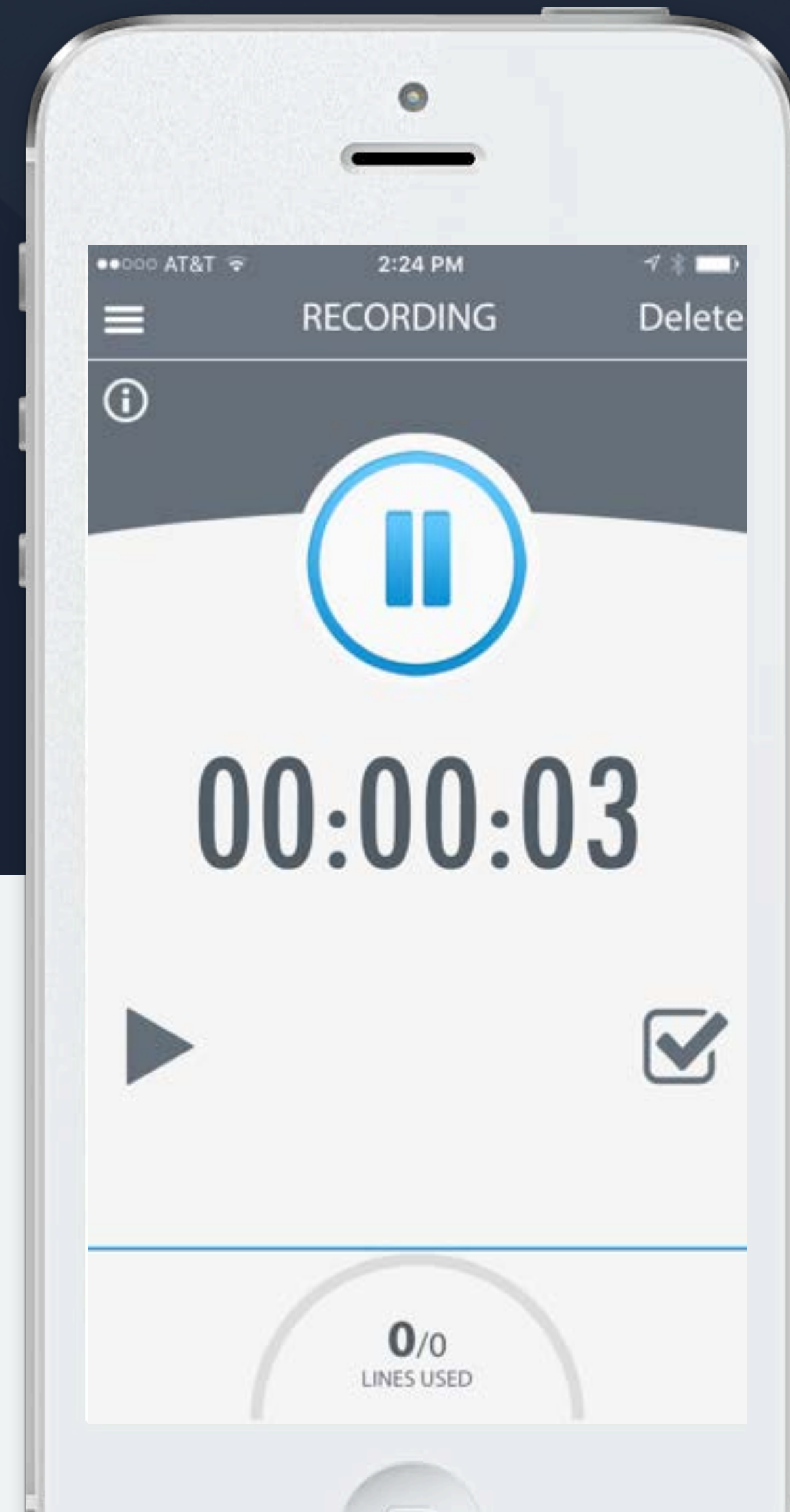


# Introducing TALK IT App

by Mobile Assistant



**MobileAssistant**<sup>TM</sup>  
Talk, Don't Type



# The easiest, fastest, and *most secure* way

to document the work you do with your clients.

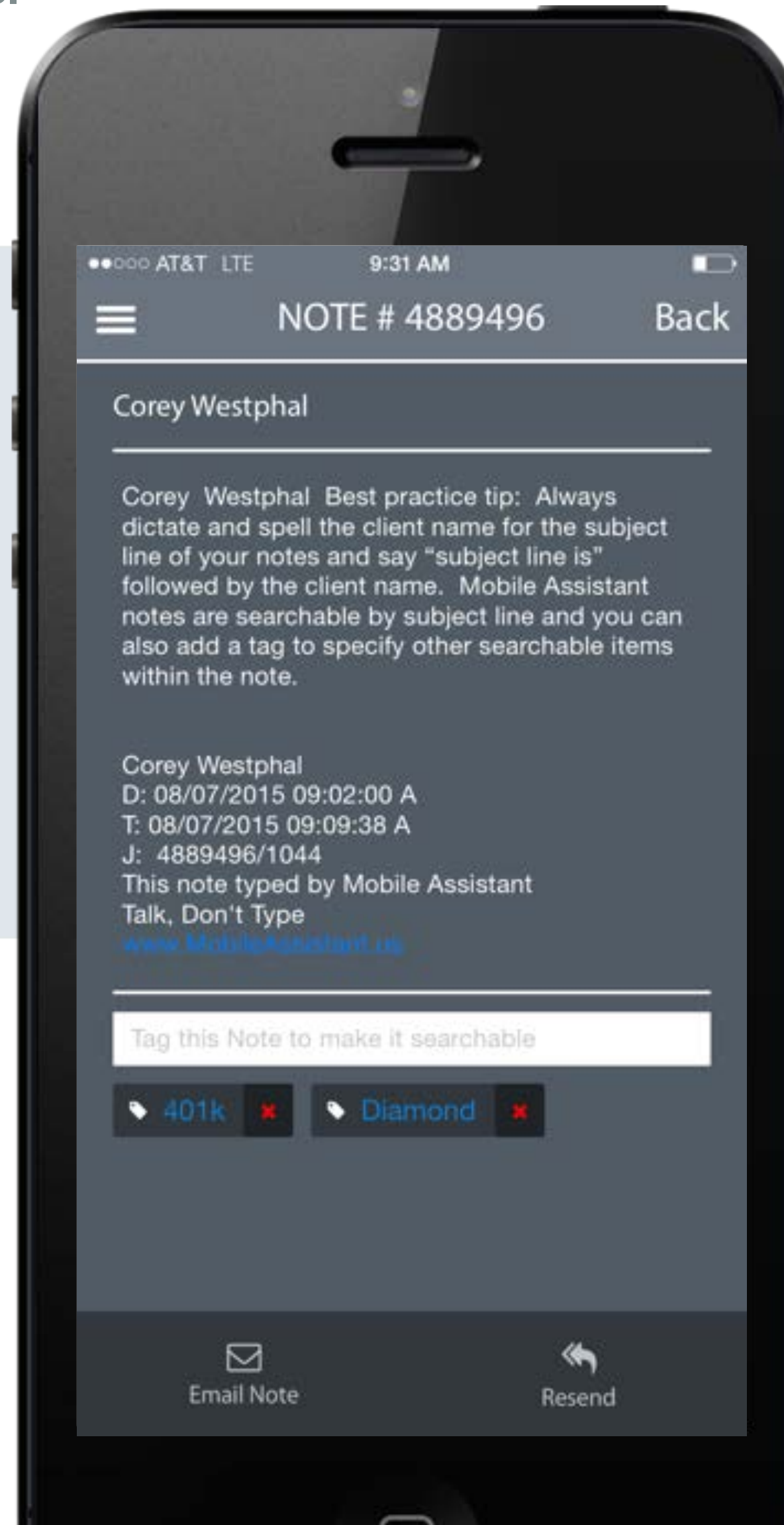
Human  
Transcriptionists



Quality  
Control



Trained in Financial and  
Insurance Terminology



Apps for  
Mobile Access

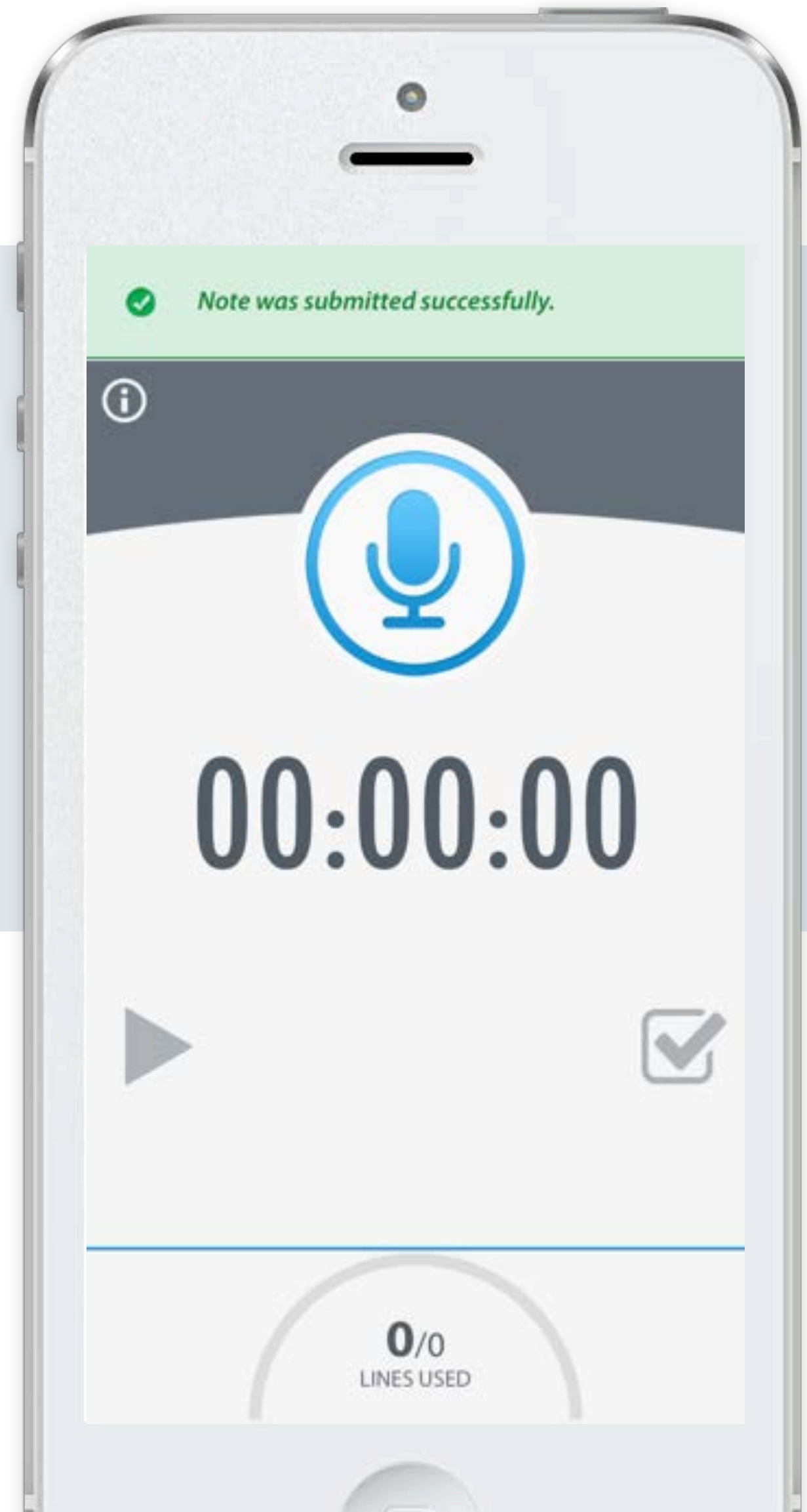
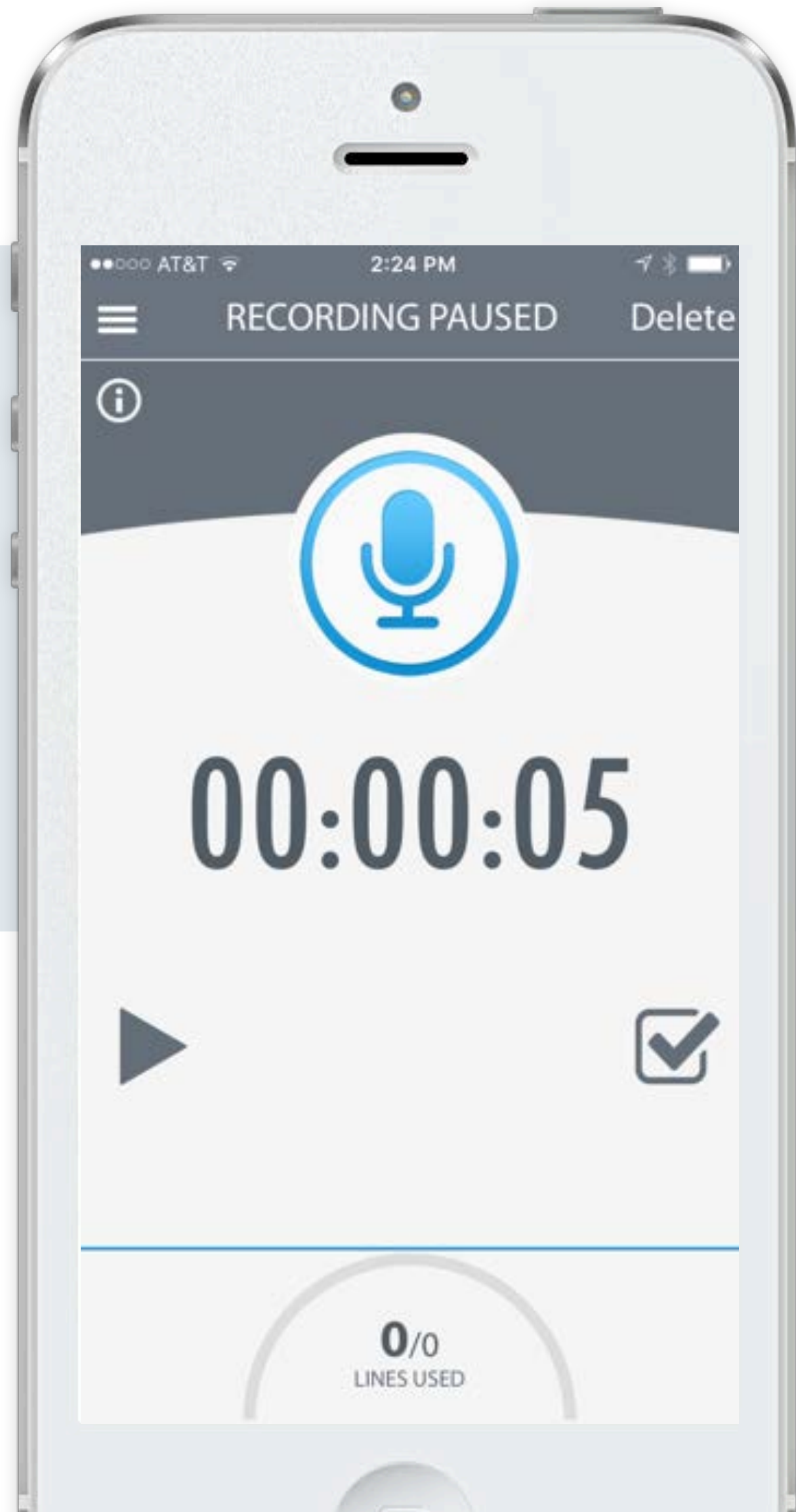
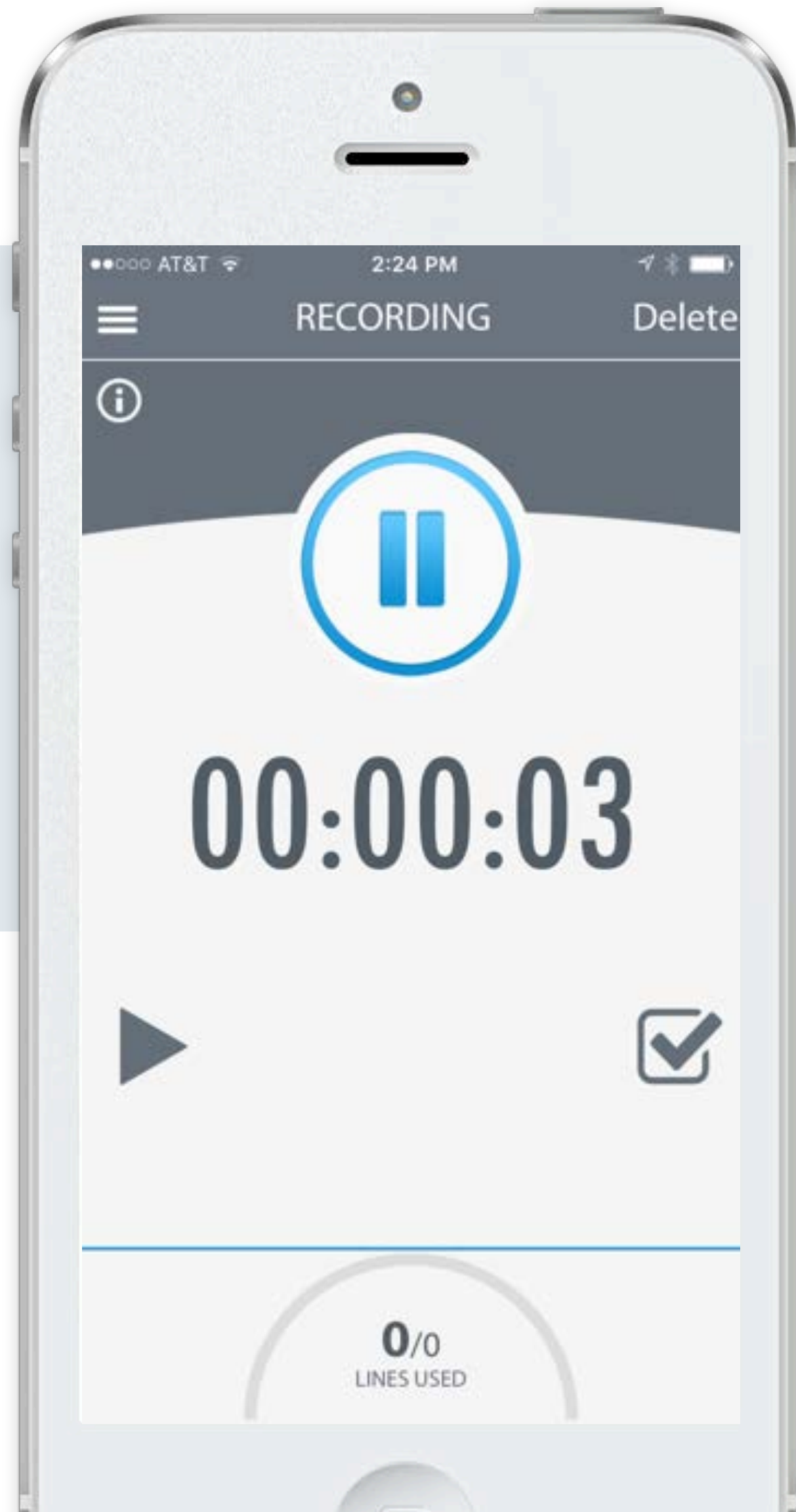


Fast Turnaround &  
Delivered by Email

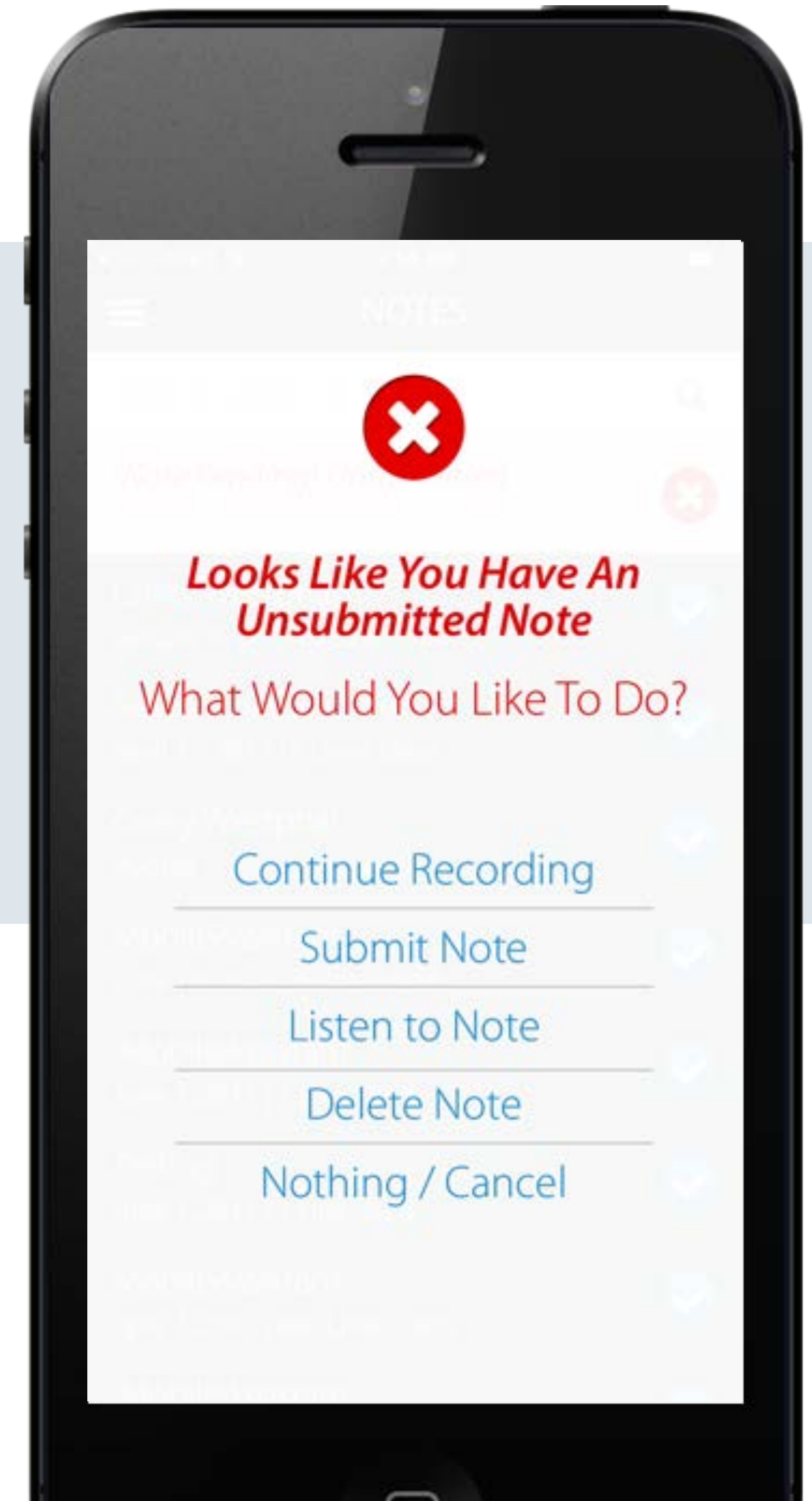
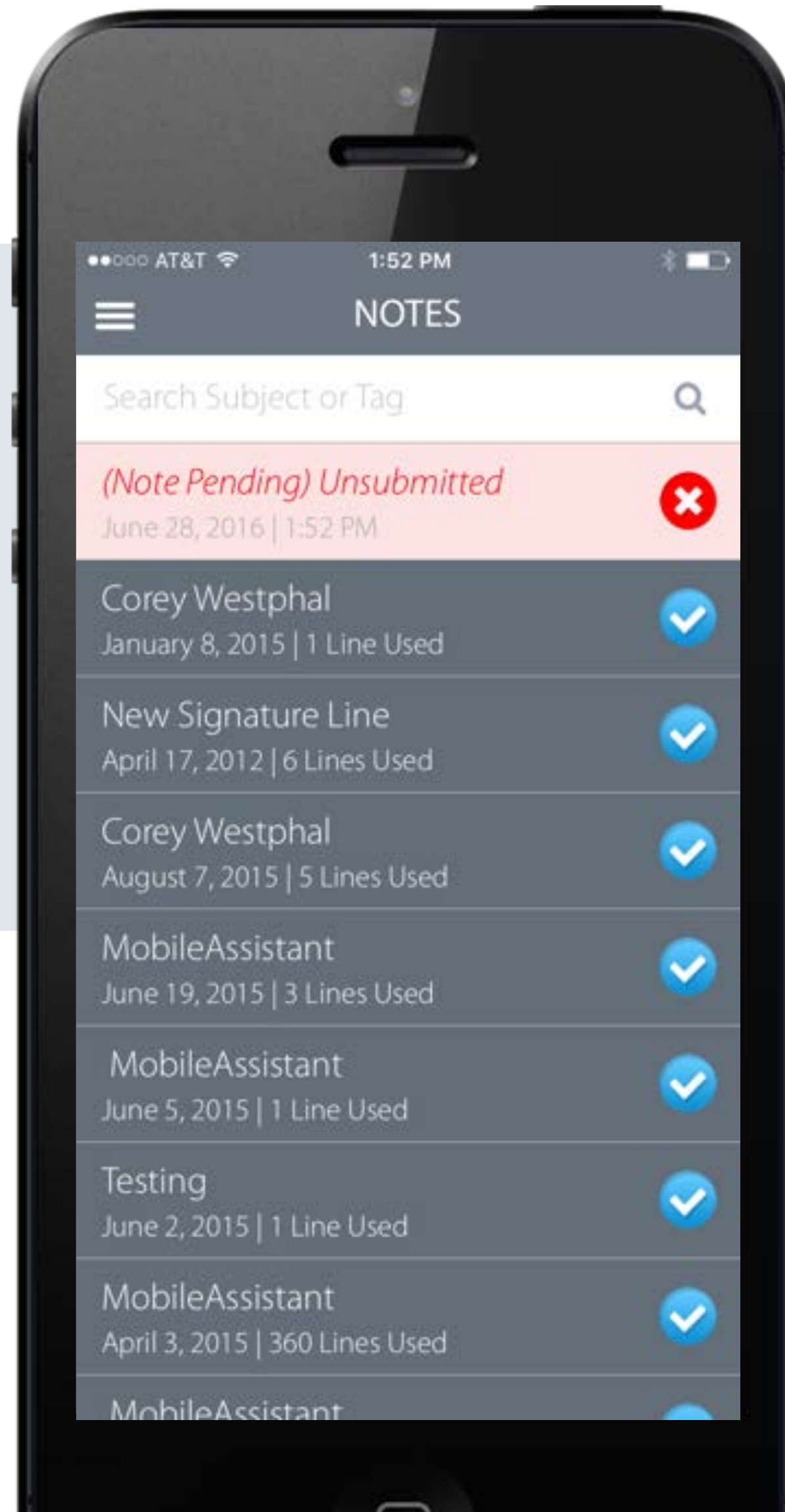
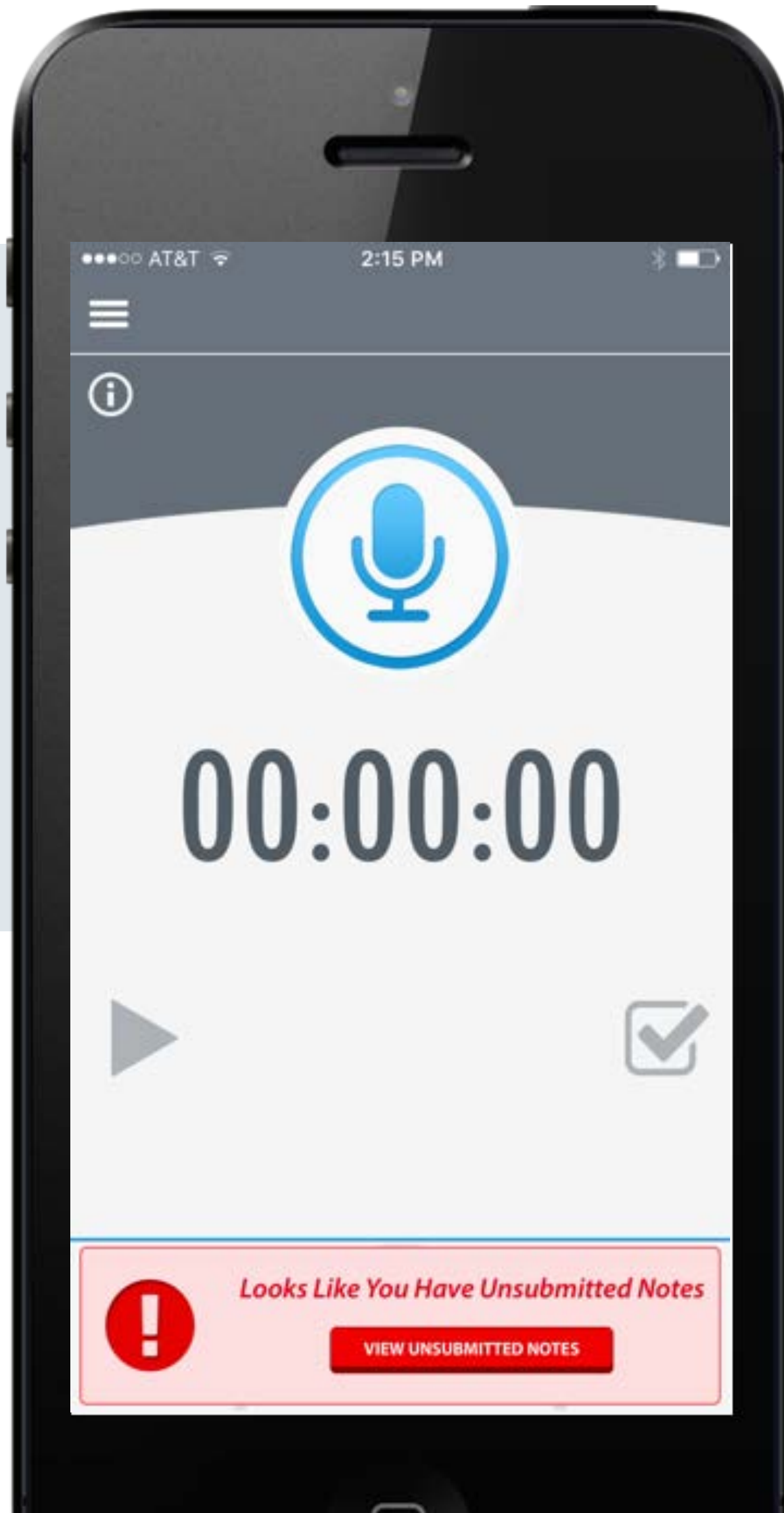
HIPAA Compliant Security,  
*with Professional U.S. Based Staff.*



# Here's how TALK IT works



# Start and pause TALK IT as needed

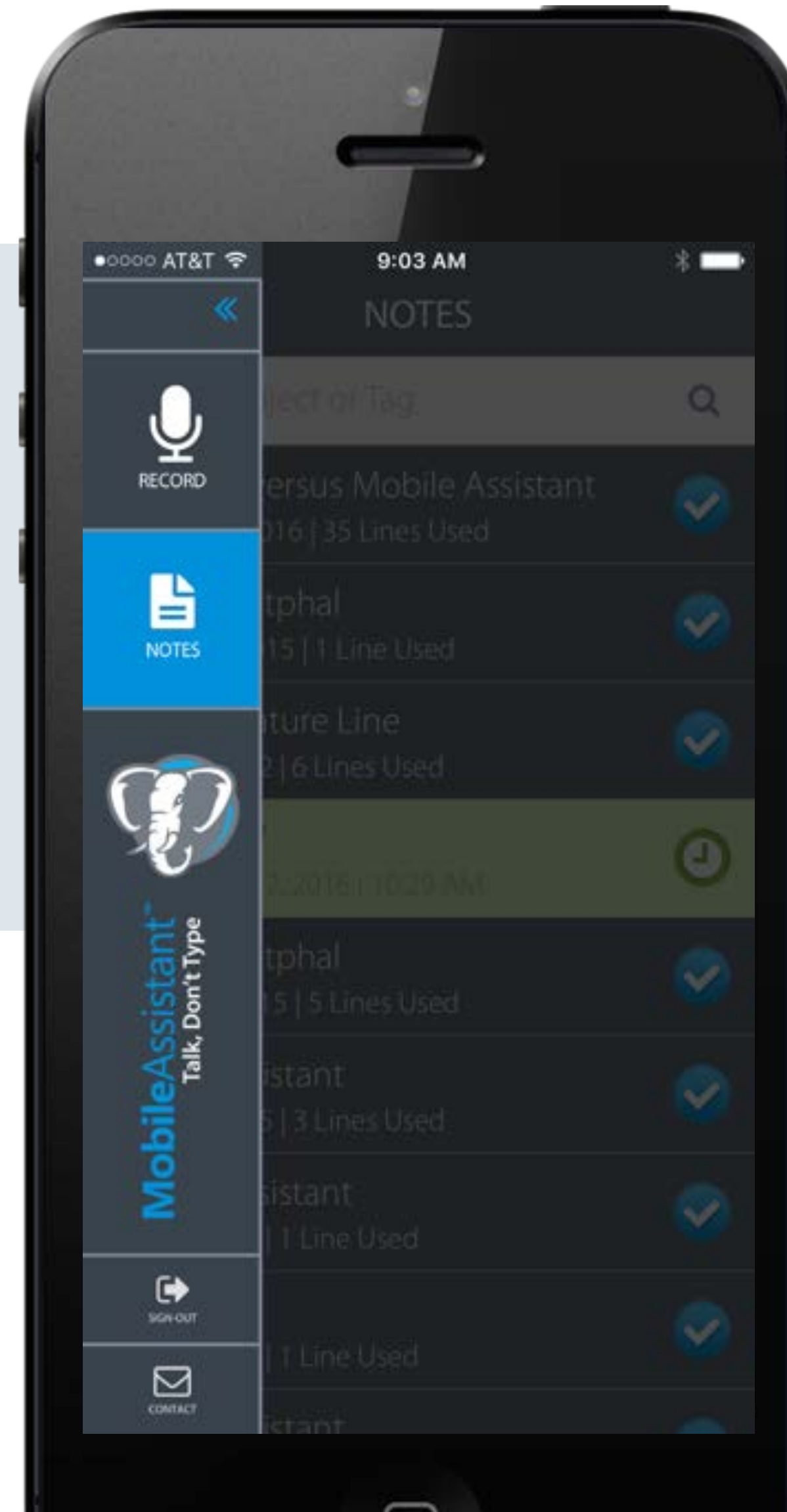


HIPAA Compliant Security

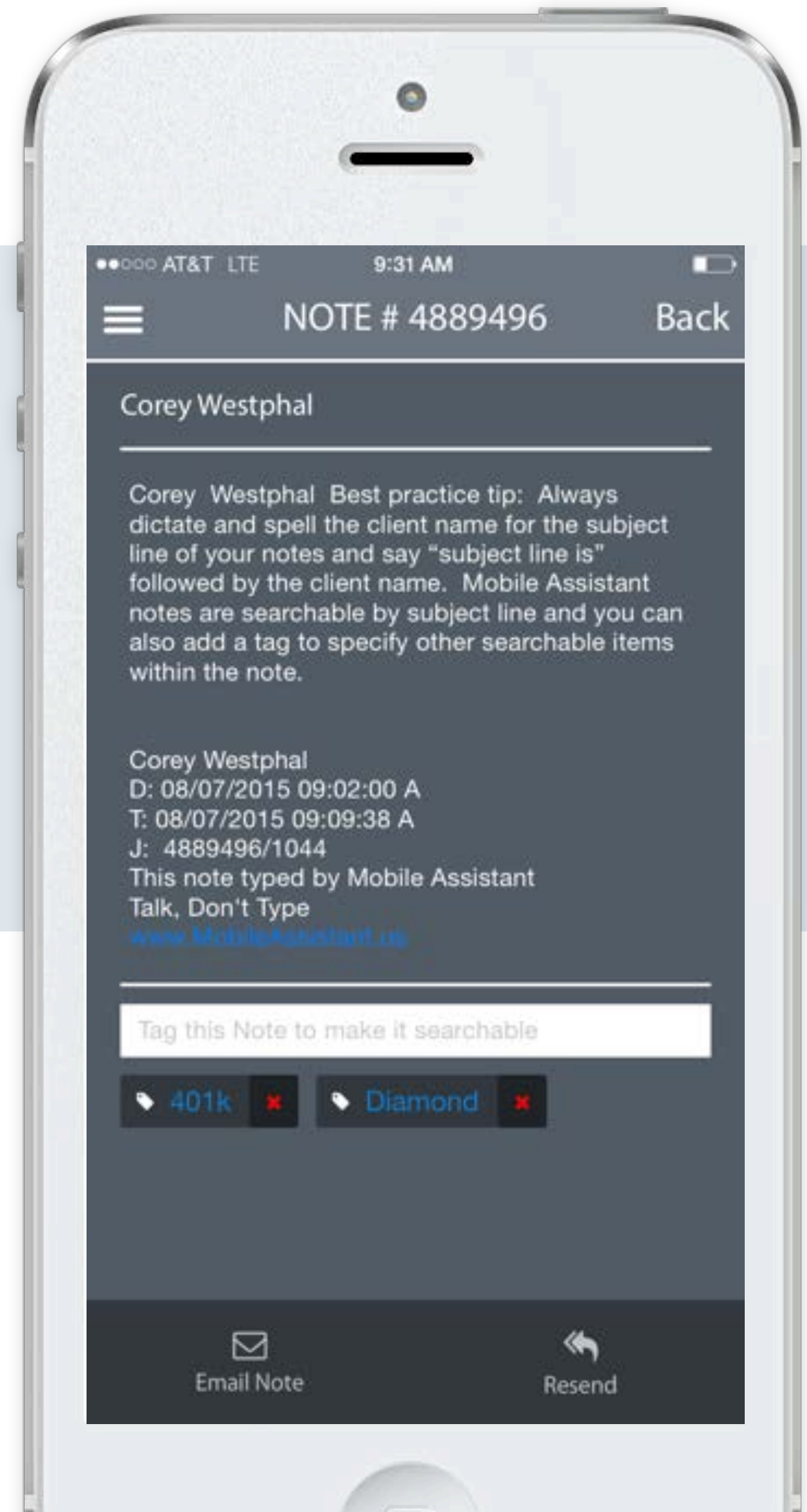
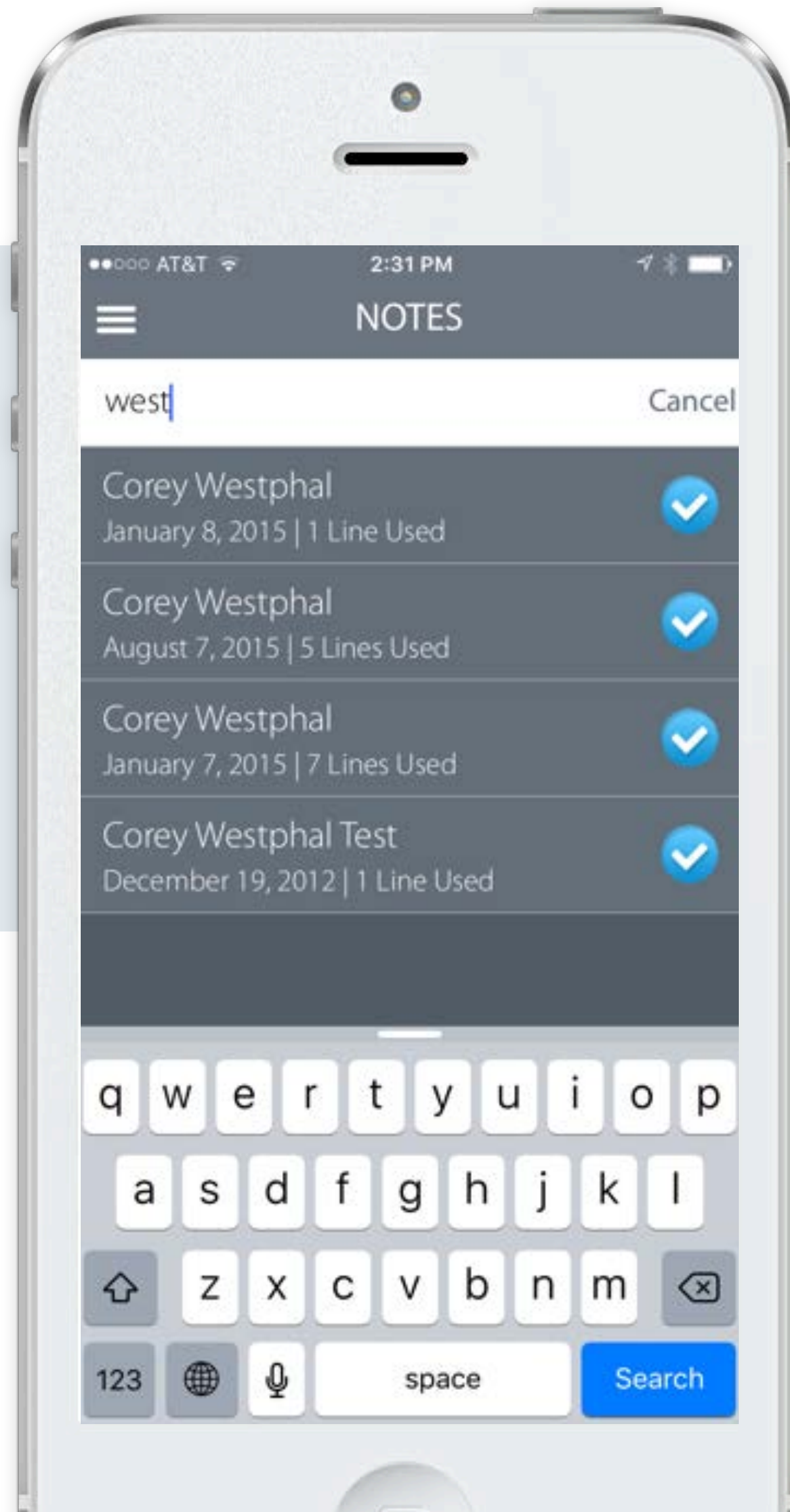
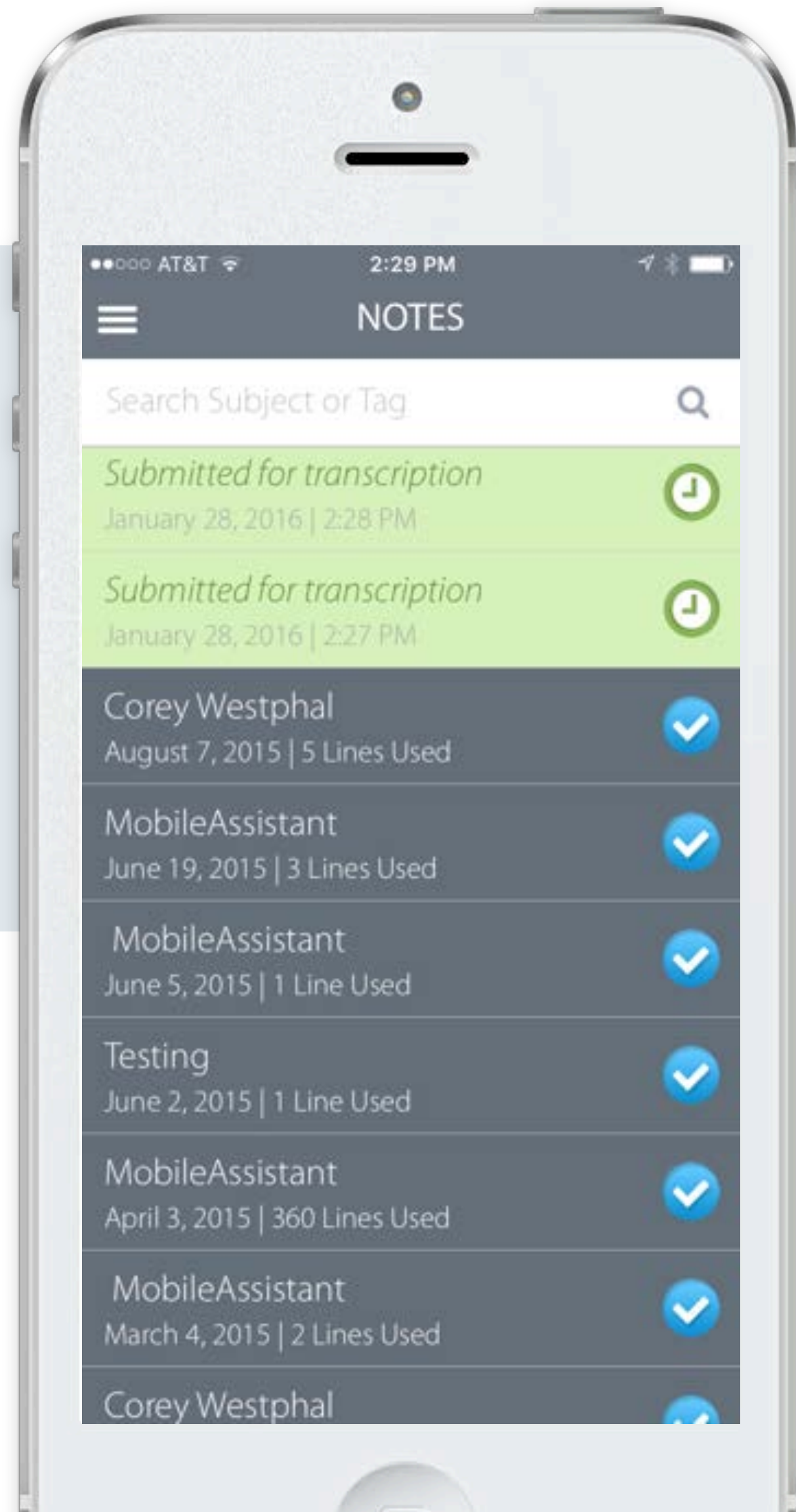
# SEARCH AND VIEW YOUR NOTES!



# With TALK IT, search is easy and intuitive

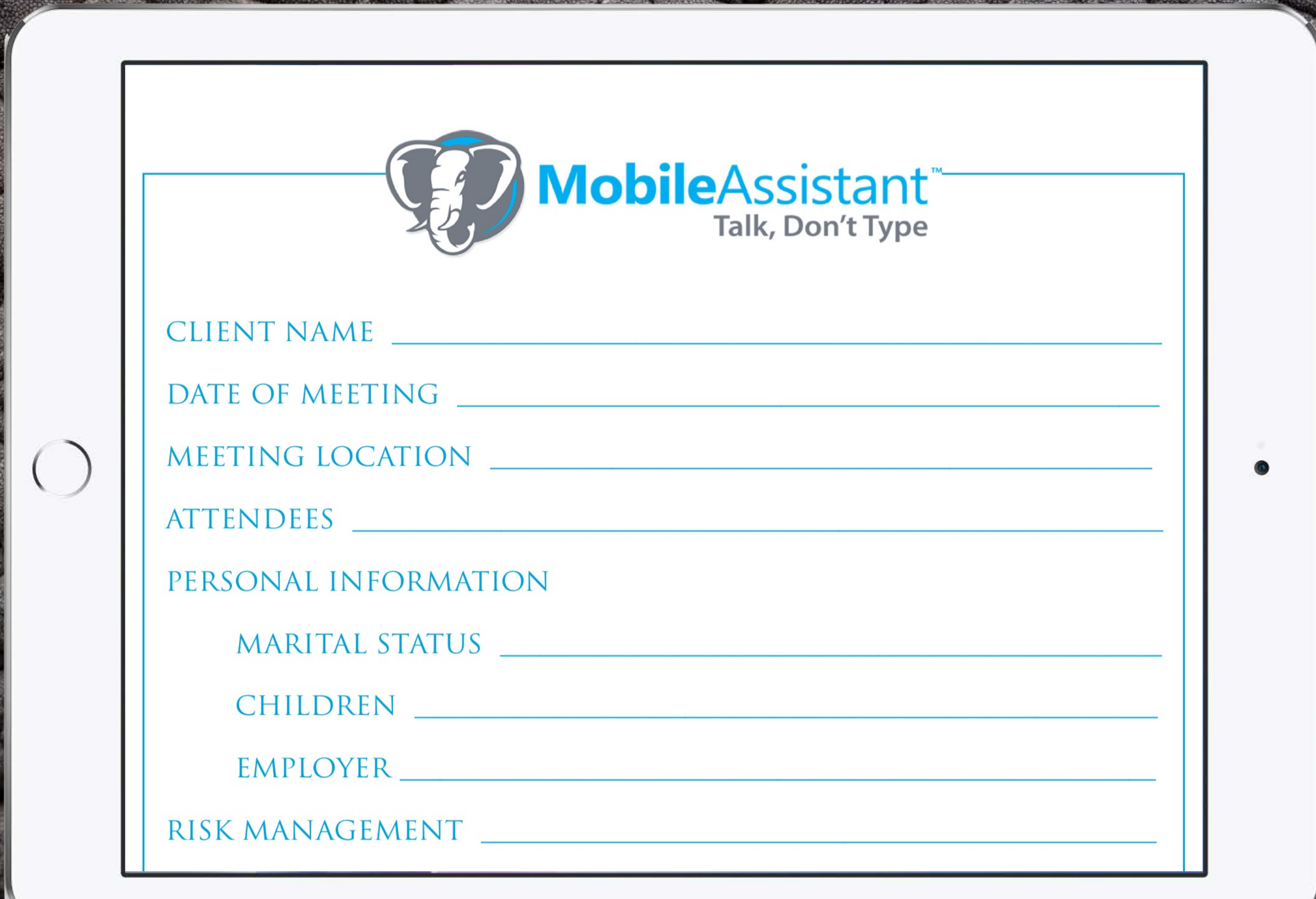



# View note status and completion



# Save Time by using TEMPLATES

from Mobile Assistant



 **MobileAssistant**<sup>™</sup>  
Talk, Don't Type

CLIENT NAME \_\_\_\_\_

DATE OF MEETING \_\_\_\_\_

MEETING LOCATION \_\_\_\_\_

ATTENDEES \_\_\_\_\_

PERSONAL INFORMATION

MARITAL STATUS \_\_\_\_\_

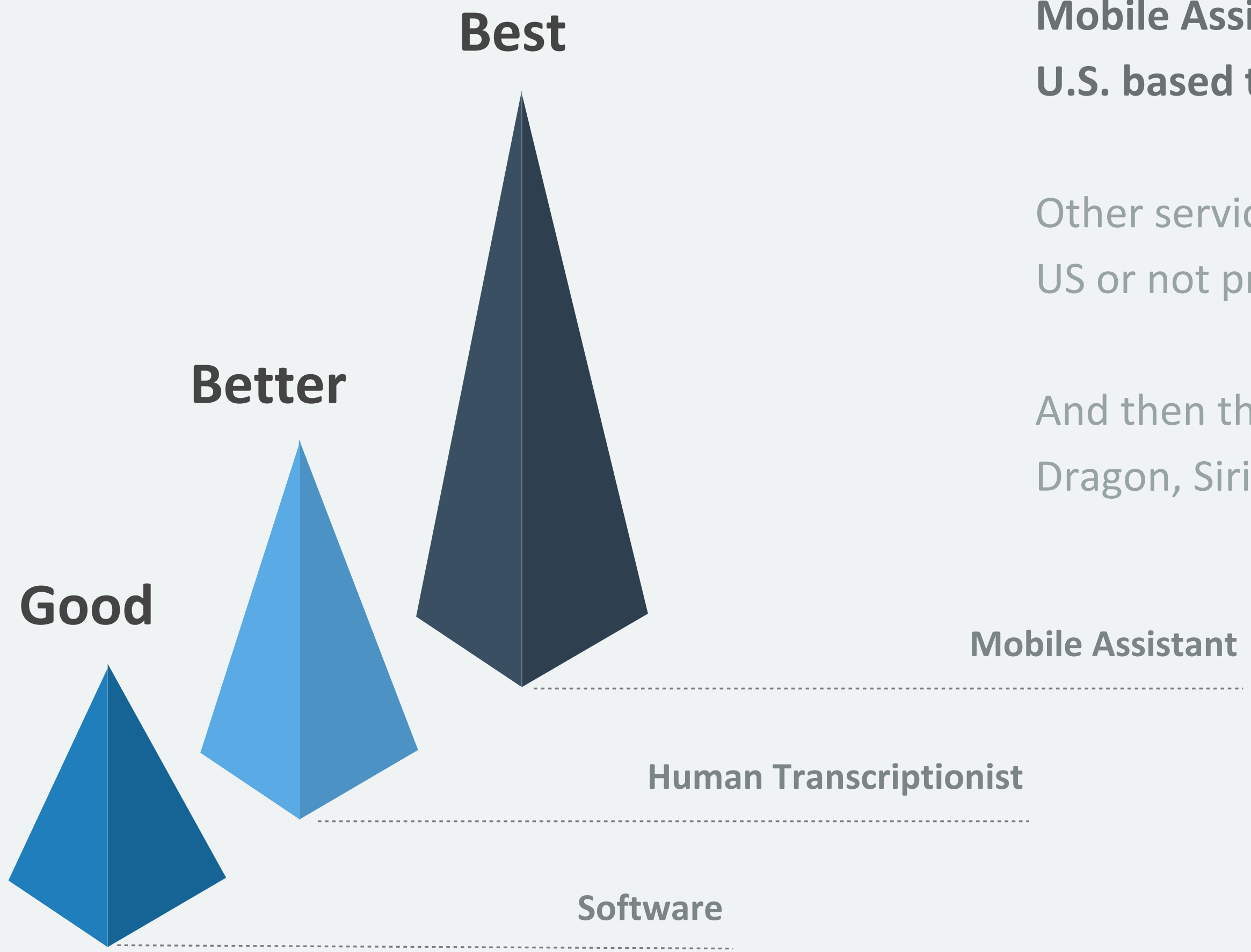
CHILDREN \_\_\_\_\_

EMPLOYER \_\_\_\_\_

RISK MANAGEMENT \_\_\_\_\_

# Mobile Dictation Solutions

How They Stack Up



Mobile Assistant provides dictation services that utilize 100% U.S. based trained, professional human transcriptionists.

Other services use human transcriptions but not located in the US or not professionally trained.

And then there is the automated transcription software. i.e. Dragon, Siri, etc.

# Let's look at an example

Dictation software

**Please number list the next 3 items**, #1 I discuss with Jaclyn what fiduciary responsibility means as the law currently stands broker-dealers insurance sales persons and advisers operating under the suitability standards are required to ensure investment is suitable **for a client time and investment number to** Jaqueline I then reviewed the recent DOL fiduciary role for the **states department of labor** “with these fiduciary responsibilities there's also potential liability”

Accurately capturing documenting **climbing notes** like \_\_\_\_\_ meeting her and I are having will help ensure more detailed and

**descriptive and descriptive** notes that include recommendations and next steps **number three** Jack and I discussed impact technologies had on the efficiency and compliance of IRAs CFP's and other financial professionals dictation \_\_\_\_\_ mobile access \_\_\_ client meeting notes has become must haves in this age of the **advisor** lastly I discussed some current financial industry terms of **Jaclyn number please bullet point the next items** actively manage funds Aflac **asset-backed back** security basis points Berkshire Hathaway **bitch elation** collateralized debt obligation from **CCD (convexity** devaluation Deutsche Bank **either** Fannie Mae mortgage back **securities municipal bond**



# Let's look at an example

Dictation software

funds Aflac **asset-backed back** security basis points  
Berkshire Hathaway **b\*\*ch elation** collateralized debt  
obligation from **CCD (convexity)** devaluation Deutsche Bank

HIPAA Compliant Security

# PROFESSIONAL U.S. BASED TRANSCRIPTIONISTS



# Let's look at an example

## Mobile Assistant

Please number list the next 3 items.

**Number 1:** I discussed with Jaqueline what fiduciary responsibility means. As the law currently stands, broker dealers, insurance salespersons and advisors operating under the “suitability standard” are required to ensure an investment is suitable for a client at the time of the investment.

**Number 2:** Jaqueline and I then reviewed the recent DOL fiduciary rule. Form the United Stated Department of Labor “with these fiduciary responsibilities, there is also potential liability.” Accurately capturing and documenting client meeting notes like the meeting her and I are having will help to ensure more detailed and descriptive notes that include recommendations, and next steps.

**Number 3:** Jaqueline and I discussed the impact technology has had on the efficiency and compliance of RIAs, CFP’s and other financial professionals. Dictation and mobile access to client meeting notes have become must haves in this age of the eAdvisor.

Lastly, I discussed some current financial industry terms with Jaqueline:

- **Actively Managed Funds**
- **Aflac**
- **Asset Back Security**
- **Basis points**
- **Berkshire Hathaway**
- **Capitulation**
- **Collateralized Debt Obligation (CDO)**
- **Convexity**
- **Devaluation**
- **Deutsche Bank**
- **EBITDA**
- **Fannie Mae**
- **Mortgage-Backed Securities**
- **Municipal Bonds**

# Mobile Assistant Integration Partners

We Love Our CRM Partner Companies

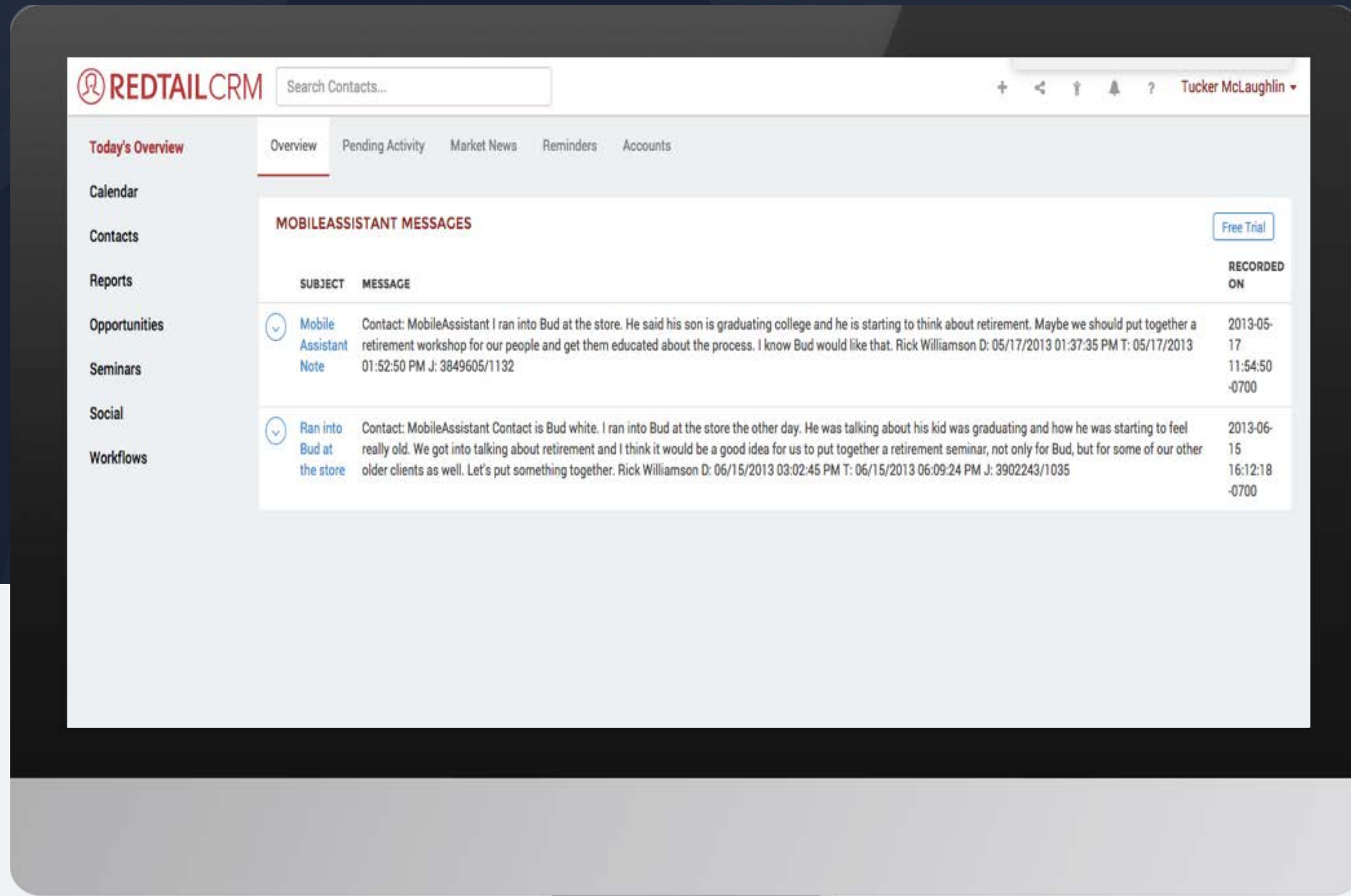


**REDTAIL**



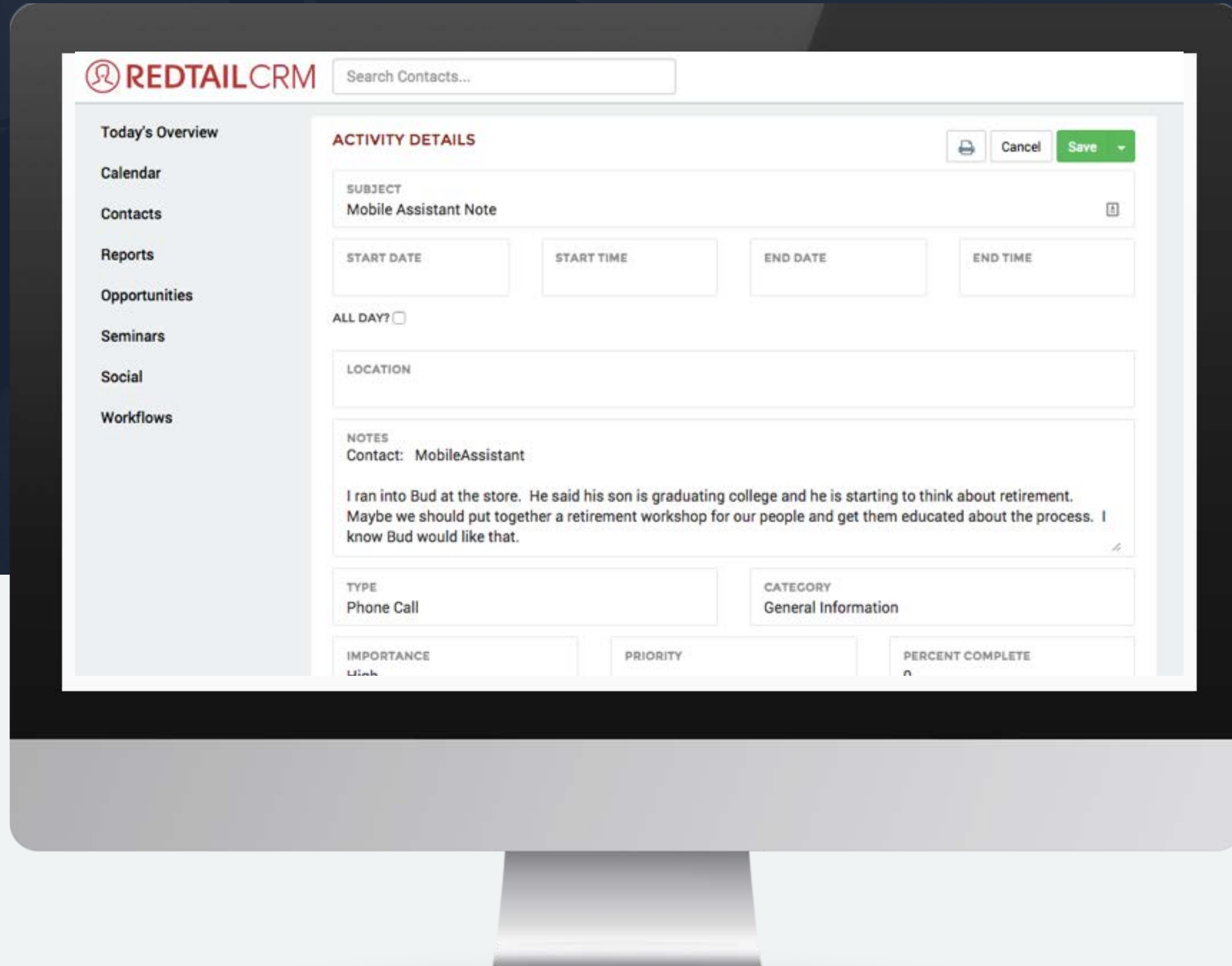
# Current Integrations

Redtail CRM



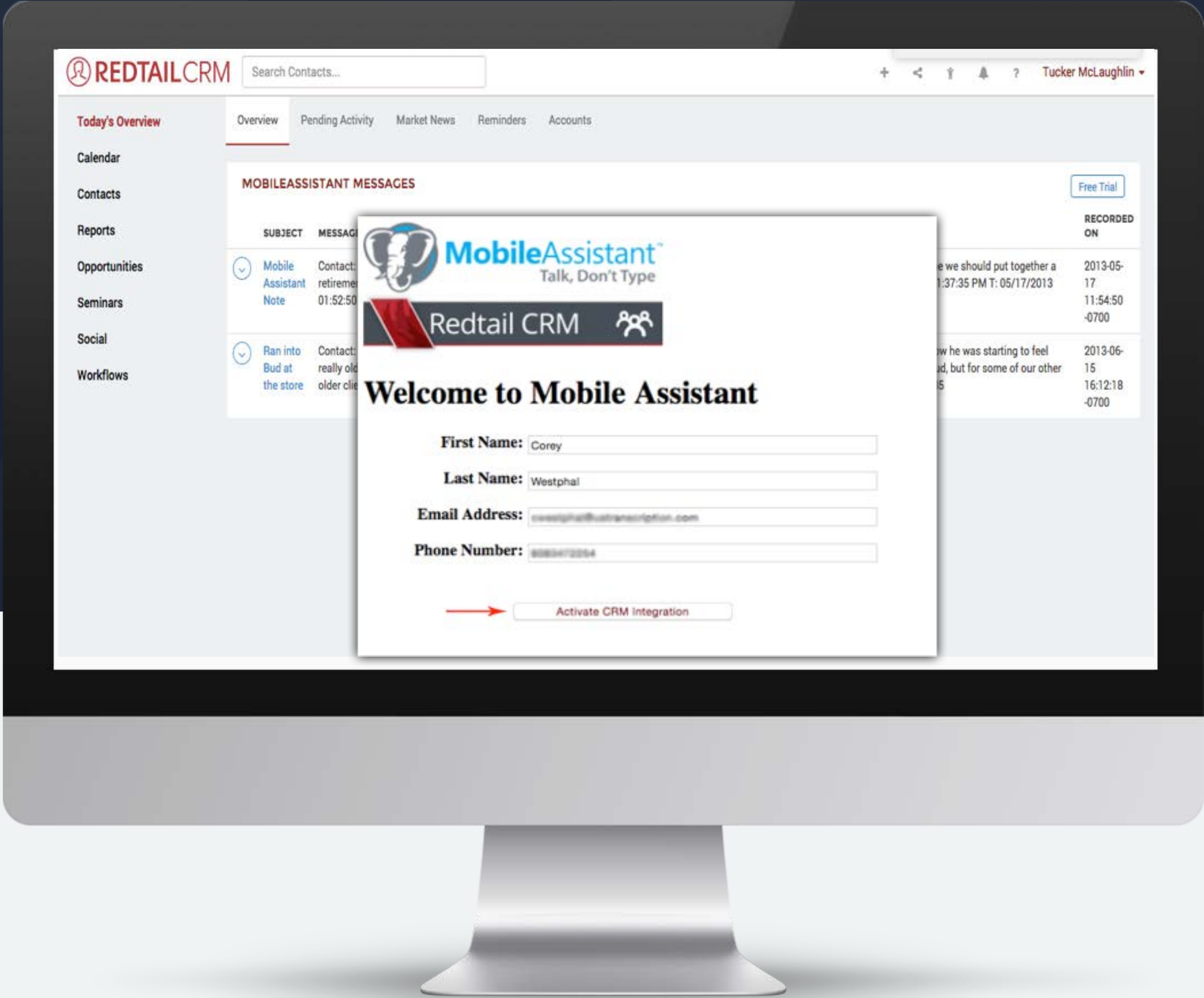
# Current Integrations

Redtail CRM



# Current Integrations

Redtail CRM





**MobileAssistant™**  
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# THE NEW DEPARTMENT OF LABOR FIDUCIARY RULE

3 Ways Dictation Can Protect You

by Corey Westphal  
President, Mobile Assistant



# 3 WAYS DICTATION PROTECTS ADVISORS

Mobile Assistant Protects Advisors



**Capture**  
Ability to capture meeting notes efficiently and accurately



**Access**  
Mobile access to client meeting notes through a secure iPhone app

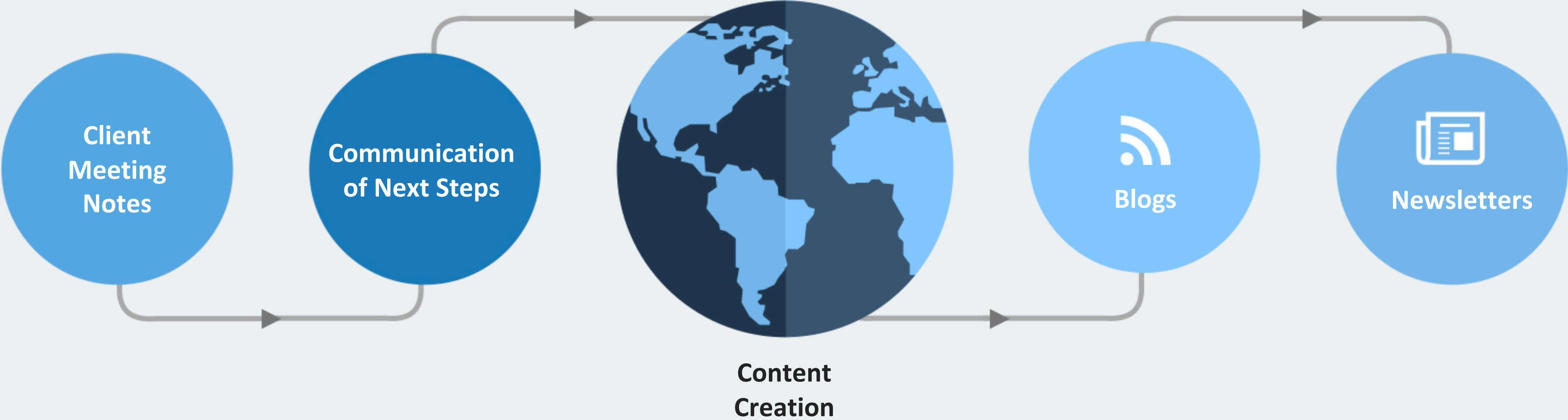


**Notes**  
Third party time and date stamped meeting notes

All of this helps to support fiduciary obligations

# Best Practice Uses by Financial Advisors

of Mobile Assistant



 Northwestern Mutual  
FINANCIAL NETWORK®

*John Hancock*  
FINANCIAL NETWORK

 MassMutual  
FINANCIAL GROUP®

 TIAA  
CREF

Allianz 

Morgan Stanley

  
REGAL  
FINANCIAL GROUP

 LPL Financial

  
Securities America

ING   
ING FINANCIAL PARTNERS

  
M Financial Group™

  
WADDELL  
& REED  
Financial Advisors™  
Investing. With a plan.®

 **AMERITRADE**  
Institutional Member FINRA/SIPC/NFA

 BROKER  
DEALER  
FINANCIAL  
SERVICES CORP.

 BAM  
ADVISOR SERVICES

 Lincoln  
Financial Group®

  
The Standard®

  
WOODBURY  
FINANCIAL

**npc**   
national planning corporation

MultiFinancial™  
A CETERA COMPANY

  
LOFT FINANCIAL  
ADVISORY GROUP LLC

  
BERTHEL FISHER  
& COMPANY  
Financial Services, Inc.  
Member FINRA/SIPC

**SIGMA**  
Financial Corporation

 Exemplar  
Financial Network

  
AMERICAN FAMILY  
INSURANCE®

  
CUNA MUTUAL  
GROUP

**AMERITAS**   
INVESTMENT CORP.  
Member: FINRA and SIPC

CALAMOS

  
Householder  
Group

 CAMBRIDGE  
FINANCIAL GROUP

**SAMMONS**  
SECURITIES CO.



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# FREE TRIAL ON OUR SITE

[MobileAssistant.us](http://MobileAssistant.us)

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