



# WEALTH MANAGEMENT STRATEGIES

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*Focusing on honesty, integrity and excellent service  
in the pursuit of your financial goals and objectives*

## FINANCIAL PLANNING FOR CPA'S

*Presented By*

**JEARL W. MEEKS, CFP<sup>TM</sup>, CPA, CRPS<sup>®</sup>**

**November 4, 2015 3pm**



## WHAT IS A FIDUCIARY AND THE FIDUCIARY STANDARD OF CARE

For the record, the 1940 Investment Advisors Act, which regulates the investment activities of all Registered Investment Advisors, defines the following as principles advisors must follow when serving in a fiduciary capacity:

- Advisors must act in the best interests of their clients and provide investment advice that represents those best interests.
- Advisors owe their undivided loyalty to their clients and must always act in good faith.
- Advisors should not engage in any activity that conflicts with their clients' interests or, at the very least, disclose the nature of these conflicts to their clients and minimize their potential impact.
- Advisors must provide full and fair disclosure of all material facts related to any advice they offer their clients and prospects.
- Advisors must seek the best price and execution for their clients' securities transactions.
- Advisors must fully document and communicate their portfolio management processes, trading practices, marketing strategies and safeguards for protecting clients' assets against loss and theft.

Fiduciaries are held to a "prudent expert" standard, which means they are expected to act with the skill and diligence and good judgment of a professional. The fiduciary standard is a process standard. Tools and techniques are used by fiduciaries that have proven track records that are a confidence factor to the unsettling influence of volatile economic and market conditions.

Key fiduciary services, such as assistance in preparing investment policy statements, formulating asset allocation strategies, conducting investment due diligence, defining financial and holistic family goals and objectives, providing comprehensive reporting and monitoring services and networking with allied professionals will simplify the complexities of your financial life while managing your wealth in a systematic way for the long term.

Becoming a fiduciary is not something you learn by getting a designation or taking a class. It comes with years of experience, education, training, being a leader in your profession and in the community, differentiating yourself by building trust and competence in your relationships with others, or by becoming a specialist to specific client types. And most of all, you must always be willing to commit to serve your clients' best interests first.

### **I AM A FIDUCIARY!**





***The people who work at Wealth Management Strategies not only have the knowledge and experience to help you pursue your financial goals, but they also happen to be extremely great folks, too! Our staff is always ready to address your concerns, answer your questions, and put you at ease.***

Jearl started Wealth Management Strategies in January 2009 to provide invaluable assistance to his clients as our president and owner. He has more than 16 years experience in portfolio management and financial planning. In addition, Jearl has 25 years of financial management experience with publicly traded and privately held companies. After receiving a BSBA in Accounting at the University of Tulsa, Jearl subsequently became a CPA, a licensed insurance agent, an Investment Adviser Representative of Commonwealth Financial Network, and a CERTIFIED FINANCIAL PLANNER™ Professional.

Alongside Jearl is Holly Hildreth who is the administrative assistant for Wealth Management Strategies. She has more than 19 years of experience in customer service and 3 years of experience in the financial services industry. She will go above and beyond to make sure our clients at WMS have their service needs met, their questions promptly answered, and that they receive the best customer service possible.

Securities and Advisory Services Offered through Commonwealth Financial Network, Member FINRA/SIPC, a Registered Investment Adviser

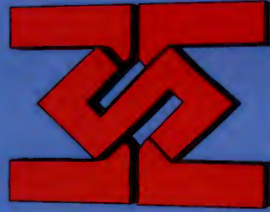
***Go confidently in the direction of your dreams. Live the life you have imagined.***



***Wealth Management Strategies' mission is to develop a productive relationship that has always focused on honesty, integrity, and excellent service in the pursuit of your financial goals and objectives. Jearl's vision was to create the type of firm he thought was needed in this day and age of extreme market volatility and uncertainty. His goal was to hire great people who share his outlook; to help investors feel comfortable seeking help with their financial goals; and to assist them in a knowledgeable, courteous, and professional manner.***

- 1) Do you have a comprehensive plan that addresses your total financial picture?***
- 2) Is your money working relentlessly towards your goals?***
- 3) Are you taking the necessary steps to provide for you and your family before, during and after retirement?***

***Simplifying the complexities of your financial life.***



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## Accumulation

Accumulation planning addresses an individual's investment needs, asset allocation, and the suitability of different types of securities in light of your goals and risk tolerance.

Our purpose is to help define your financial objectives and assist with the development and implementation of a strategy, which might best enable you to accomplish those objectives. With our system for investment analysis, portfolio design and regular portfolio evaluation, we will work with you every step of the way.

In today's world, there are common needs and desires people seek to accomplish. To protect their ability to earn and accumulate wealth, many people choose to hold property, casualty, life, health, and long-term care insurance, as well as maintain an emergency fund to guard against depleting savings that are intended for other goals.

Asset allocation is used to distribute your investable assets among a variety of investment categories. This process will:

- Reduce overall investment risk
- Create more reliable investment forecasts
- Improve the risk/return tradeoff of your portfolio

## Risk Management

Risk management is intended to minimize financial and other losses potentially associated with risks to your assets,

business, or health. Some examples of risk are personal and professional liability, business ownership, property loss, and catastrophic illness or disability.

Our purpose is to identify your sources of risk and then to either avoid or minimize the major exposures. Whether you are a young family, business owner, retiree, or well into retirement, everyone can benefit from a comprehensive risk management plan. Our insurance team can help you find the appropriate solution for your asset protection needs.

## Taxation

Tax planning considers the tax implications of individual, investment, or business decisions, usually with the goal of minimizing tax liability. While decisions are rarely made solely on their tax impact, you should have a working knowledge of the income or estate tax issues and costs involved.

Our purpose is to work together with your tax professionals to identify and minimize tax consequences of life's major events. Your wealth management team will review your current tax situation, guide you through the major planning opportunities, and work with you on a step-by-step approach to identify solutions to everyday tax issues.

## Business Planning

Business planning focuses on issues specific to business

# OUR SERVICES Overview:

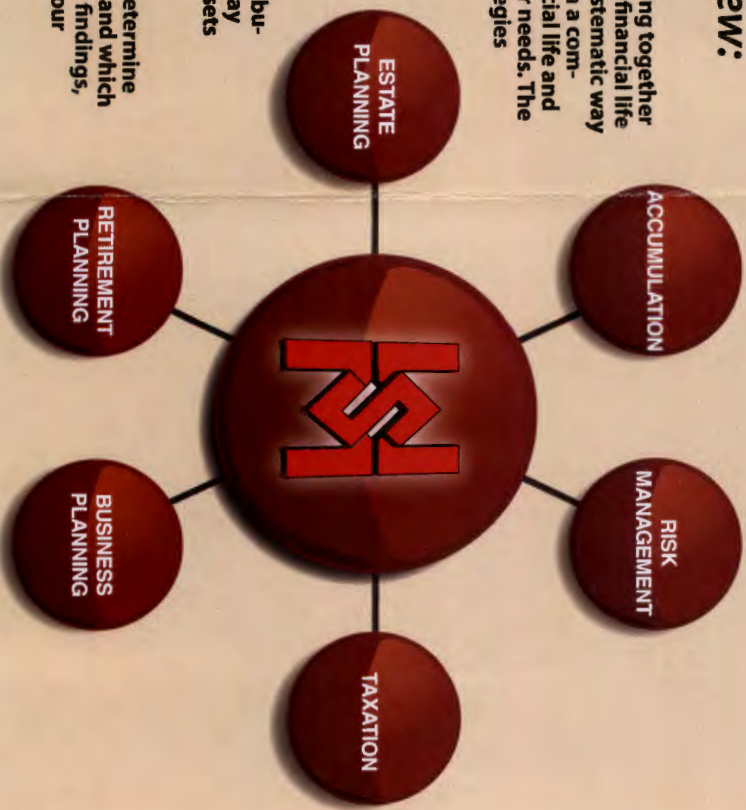
## Partner with an expert

No matter what your level of wealth, working together with us will simplify the complexities of your financial life by focusing on managing your wealth in a systematic way for the long term. Together, you'll go through a comprehensive process for managing your financial life and creating a long-term plan customized to your needs. The process starts by examining the wealth strategies universe and its modules:

- Accumulation: how to target asset growth
- Risk management: how to protect your assets
- Taxation: how to minimize your tax burden
- Business planning: how to grow and manage your business
- Retirement planning: how to target distribution of your assets in a tax-advantaged way
- Estate planning: how to preserve your assets

## Create a comprehensive plan

By exploring each module in detail, we'll determine which ones require our immediate attention and which ones are more long-term in nature. From our findings, we'll assemble an implementation plan for your financial future.



owners and shareholders. For most business owners, the business is their most significant asset, and the financial success of that business has an immediate impact on the economic security of the family. Without proper planning, you may have difficulty tapping the value of your business to support your retirement, or your family may lose the value of your business at your death.

Our process coordinates the management of your business throughout its life cycle with:

- Risk management
- Distributions to the owners
- Succession planning
- Buy/Sell planning
- Executive benefits
- Employee benefit plans

## Retirement Planning

Retirement planning involves evaluating your current financial standing and creating an accumulation strategy that will help to ensure a desired retirement lifestyle. Because an individual's retirement years can span decades, retirement planning generally dominates other financial goals.

Our purpose is to design a successful retirement plan, put it into place during the wealth-building years, recommend ways to maximize growth, implement tax-efficient distributions, as well as how to leave retirement assets to the next generation. There are several ways to save for retirement:

- Qualified employer-sponsored plans
- Individual retirement accounts (IRAs)
- Personal savings
- Executive deferral plans

## Estate Planning

Estate planning creates a master plan for the management of your property during life and the distribution of that property at death. A plan for distributing wealth is just as important as a plan for accumulating it.

Our purpose is to work with your legal professionals to identify techniques and strategies to preserve your assets, and to:

- Give you more control over your assets during your life
- Provide care when you are disabled
- Allow for the transfer of wealth to whom you want, when you want, at the lowest possible cost

Common estate planning issues addressed in our wealth management process include:

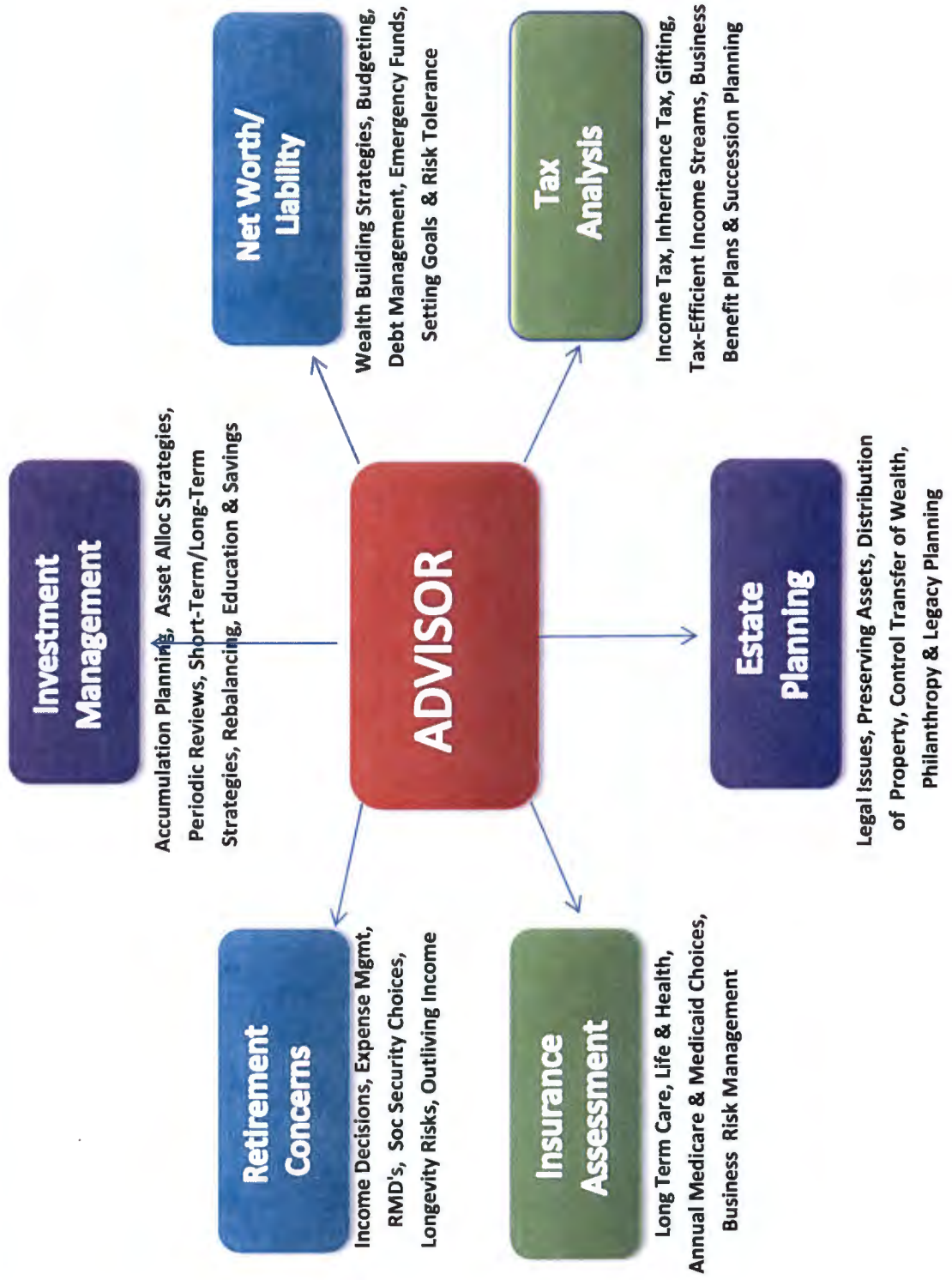
- The transfer of wealth
- The minimization of transfer taxes
- Asset protection
- Charitable giving

Our process does not end with estate planning, but coordinates your estate plan with your overall plans for your business, investments, insurance and employee benefits.





## Expanded Range of Services



Securities and advisory services offered through Commonwealth Financial Network, a Registered Investment Adviser. Member FINRA/SIPC  
Fixed insurance products and services, as well as tax preparation services, offered by Wealth Management Strategies are separate and unrelated to Commonwealth.