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22 September 2015

Virtual Library Reflection

            The virtual library gave me the opportunity to explore documents and presentations that Certified Financial Planners could use in their practice. The first document, the *Confidential Personal Planning Questionnaire*, is a document financial planners give to their clients. The client fills it out so the financial planner can assess his client’s qualitative and quantitative information in order to make the best possible recommendations for that client. I found the entire document interesting since the information is vital to properly guide the client towards their goal. I especially enjoyed the qualitative questions because it is equally important to know how a client feels towards certain topics to address his financial situation properly. However, none of these questions struck me as odd since every one of them are essential for a financial planner to accurately execute his job.

            As I read through the four required categories (personal, retirement, estate, and charitable planning) on the concept page, I decided to stick with one general topic, life insurance. This allowed me to better see the relationship between the categories. Also, I’ve experienced firsthand the benefit of life insurance, and because of this I am very passionate about it. The concept pages I read explained the value of having a life insurance policy. From issues such as the cost of funerals, to generating income for surviving spouses, the categories in the concept pages defined the importance in security for the client’s family if the client were to pass away. Using the concept pages and the information provided on them would make an excellent pamphlet for the client to visually see all the benefits life insurance (or any other topic covered on the concept pages) has to offer.

            The Referred Lead Generator (RLG) was able to bring up the names of 99 residents that surrounded my home. In the financial planning occupation, building clientele can be just as hard as any obstacle you face in your career, and the RLG can aid in overcoming that obstacle. You can use this tool to casually incorporate leads into your conversation with your current clients in hopes to further your clientele base. However, you must be careful when doing this because an approach that is not done cautiously can make you look like, for lack of better term, a stalker.

The Virtual Library is a magnificent source full of knowledge that a financial planner can use in his/her practice. Although there are plenty of ways to utilize the Virtual Library, a financial planner would most likely take advantage of the short but helpful presentations. The presentations can help guide a meeting with a client while playing to a client’s strength if he/she is a visual learner. Having a library full of financial planning information is a major benefit that financial planners should take advantage of.