PFI: FREQUENTLY ASKED QUESTIONS

How does the PFI work for client acquisition and client on-boarding?
Omyen team creates a branded PFI instance with your logo and marketing message that resonates with your business. Omyen team also implements a call-to-action workflow at the last step of PFI based on your needs; whether a motivated prospect should email you, call you, or should be directed to a particular page on your website. You can even put a promotional message of your choice on the call-to-action page.

You will be able to put an icon/link to your instance of PFI on your website and your computing devices (PCs, Laptops, and iPads) to access this instance. A list of icons that you can choose from is available at [http://www.omyen.com/gallery](http://www.omyen.com/gallery). Your prospects will be accessing your instance of PFI. You announce the availability of this valuable resource through a marketing message on your website as well as through your other prospect communication channels including centers of influence. Through our field studies we have learnt that consumers across different demographics love the concept of overall financial health score and a product independent nature of this tool.

Financial advisers are also saving a lot of time in qualifying the prospects. From a client on-boarding perspective, they are using the PFI information for their first interview with the clients. Additionally, a client no longer has to fill out those “fact finding” forms.

What's the methodology behind the PFI benchmark?
The PFI benchmark is Omyen's proprietary financial health index. It primarily uses CFP Board recommended approach of analyzing a client's overall finances holistically. In case of personal debt, the PFI model analyzes both the type (secured and unsecured) as well as the term (short and long term) of debt. It also evaluates the debt carrying capability and upcoming liabilities of a client (individual or family). It is quite possible that a high net worth client may not have a very good debt management score.

From a savings perspective, the PFI model analyzes how well a client is positioned to meet competing future financial goals such as retirement, college education for children, and any major purchases. In case of personal risk, the PFI model evaluates the relevance and extent of protection against various sources of risk.

What are the underlying PFI score ranges for different financial health ratings?
The PFI score broadly covers three areas of financial management: personal debt, savings discipline toward future financial goals, and how well a client is protecting his/her loved ones. The PFI score is designed in such a way that it doesn't unnecessarily reward someone who has a lot of wealth or penalize someone who has only a little. It is all about financial discipline.
Here are the ranges of different PFI scores and their corresponding financial health ratings.

<table>
<thead>
<tr>
<th>PFI Score</th>
<th>Financial Health Rating</th>
</tr>
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<tbody>
<tr>
<td>700 and over</td>
<td>Outstanding</td>
</tr>
<tr>
<td>601 – 700</td>
<td>Good</td>
</tr>
<tr>
<td>451 – 600</td>
<td>Fair</td>
</tr>
<tr>
<td>301 – 450</td>
<td>Needs improvement</td>
</tr>
<tr>
<td>300 and lower</td>
<td>Least desirable</td>
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</tbody>
</table>

If a client is already having a good PFI score why would he need the help of a financial adviser?

A vast majority of individuals and families don't score well on their PFI. Based on the statistics of past few years of PFI data across different demographics, only a small fraction of individuals/families have scored well on their PFI. Even those prospects who score well may delegate their financial management to financial advisers to stay on track.

Doesn't a prospect scoring low on PFI get demotivated?

No. We have interviewed a number of individuals who did not score well. Through these interviews we have learnt that most people have some inclination on their financial health. What they don't know is how good or bad it is. They have told us that they would be surprised if the PFI presented a rather “rosy” picture. Additionally, the breakdown of the PFI score and the summary of financial health analysis clearly indicates why someone is falling behind. People have indicated that the PFI exercise served as an “eye opener” for them and they “need to do something” about it.

How do people get to know about the adviser branded PFI?

There are a number of ways to promote your instance of PFI. Here is a list of some common approaches that financial advisers are using for their prospects.

1. Many advisers use their newsletters to announce the availability of this capability on their website. This serves two purposes: lead generation and increased traffic to the adviser website. It also exposes the visitors to advisory firm's different services.
2. Advisers who rely on client referrals encourage their clients to share the PFI with their friends and contacts. Since PFI offers a no obligation financial health check up and the “score”, clients don't hesitate in mentioning this tool on their adviser's website. Even those clients who otherwise would be hesitant wouldn't hesitate in mentioning the PFI.
3. Advisers who rely on centers of influence (CPAs, attorneys, and tax consultants) for referrals use the PFI to increase the referral rates. This turns “reactive” leads (for example, a client asking his CPA a question on retirement) into “proactive” leads.
4. Advisers who conduct seminars tend to have the seminar registrants go through the PFI based financial health checkup in advance. This allows the advisers to focus more on the warm leads to increase the closing rates and reduce the cycle time. In fact, free access to the PFI increases the signups for their seminars.

5. In certain cases, advisers create accounts for their existing prospects and send them an email with their account information and ask them to check out their PFI. Although the signup for PFI is very simple (name, email, and zip), creating an account avoids this step. Of course, for security reasons the prospect is asked to change the password on login.

6. Advisers with access to public communication channels (radio, TV shows, news columns, public speeches, etc) announce the availability of their PFI instance as a complimentary service.

7. The traditional print and email marketing is another common approach that advisers use for communication.

8. The internet marketing using Search Engine Optimization (SEO) and social networking is the other approach that many financial advisers are deploying. Search engines like Google, Yahoo, and Bing also look for something distinct while ranking adviser websites. The PFI helps in improving the search results for financial advisers when consumers in their region are searching for questions related to financial advice/guidance. Omyen team also uses the SEO technology to promote the PFI.

Can I use the PFI for my clients?
Yes, you can use the PFI for your clients. When you login with your adviser account, you will have access to “Manage Clients” option (top right corner of the screen). This option allows you to create a client or select an existing client. Once you select a client, all the information for PFI belongs to the selected client. In fact, the selected client's name is also visible on all screens (top right).

What are some of the benefits of using the PFI for existing clients?
There are several benefits of using the PFI for existing clients. Here is a list of some key benefits.

1. PFI serves as a comprehensive “fact finder” for clients. The PFI report with all the client information can be filed for compliance purposes (know your customer / suitability due diligence).

2. The PFI analysis allows advisers to get an idea of held away assets.

3. The PFI analysis also identifies financial planning gaps and allows advisers to offer more products/services to their clients.

4. Progress in a client's PFI overtime could be considered an objective measurement of the adviser's service. However, in some cases, the adviser may have limited flexibility to improve a client's PFI.
**How do I see a prospect's entire PFI data?**
You can see a prospect's data only once the prospect has shared it with you. Sharing the PFI data is easy. After a successful login, the prospect can go to the last step of Client Discovery (“Final Score”) and click on “Share with your adviser” link (bottom right) and select the adviser name. Note that the list of advisers is limited to only the subscribing advisers at your firm. Once shared, this prospect will be visible to you in your list of clients. The planning gaps identified by the PFI may be used as a good discussion topic in first meeting.

**How do I get to know if any of my prospects completed their PFI?**
You get an email alert, each time a new prospect completes the PFI. If the prospect has logged in, then the email alert also provides you with the name and contact information of the prospect. When a prospect shares his/her PFI information with you, you will get another email alert. At that point, you will be able to review the prospect's entire profile including investible assets. You can also access the detailed reporting by clicking on the “Reporting” link.

**How does Omyen keep track of prospects for different advisory firms?**
The tracking of logged in and anonymous users is based on the unique branded instance of the PFI. So, the prospects for each advisory firm are clearly identified.

**How do I change my account information (e.g. the password)?**
Once you have logged in, you can change your account information by simply clicking on your user name/email address (link) that is displayed at the top of each screen (to the left of logout link). Whether it is your password or password hints, you can change it all there.

**I forgot my password. How do I retrieve it?**
To retrieve your password, click on the “Login” link in the top right corner of the screen and then click on the “recover password here” link to the right of the login form. Note that you need to enter your email address that you use to access the PFI and answer the questions you provided as hints correctly. At that point, you will be allowed to setup a new password for your account.

**Who do I contact if I have questions?**
Please send us an email at Support@Omyen.Com and we will promptly address your questions. You can also call us at our support line 781.366.0060.