

# Cheque writing to Cheque Writing

Uday Dhoot, CFA, CIPM, CFP  
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# Sharing Today

- Phase1: Building an FP Business across Indian metros (11.5 years)
- Phase 2: Home Calling: The North Eastern / Tier II Opportunity (8 years+)
- Phase 3: The Digital Experiment (2 years+)
- Phase 4: Advisor turn Client's – Multi Family Office (3 years+)

# Story: Cheque Writing

# Phase 1: Building an FP Business

- Business Building
  - CFP Team / CFA / CA Team
  - Charging for a Financial Plan
  - Saying NO
  - Learning Excel
  - Fees + Commission Model
  - Small Shop Experience
  - Education to Investments
  - Technology

# Phase 1: Building an FP Business

- The Bull Market Experience
  - Time to Build the business / Gather Assets
  - Politics & Markets
- The Bear Market Teacher
  - Be In Touch / Emergency Lines
  - Sectoral Funds / Art Funds
  - Expert Opinion, anyone?
  - Data Vs Behavior

# Phase 1: Building an FP Business

- People
  - Qualification support, benchmarking & tracking
  - Training on the Job
  - Mistakes & Teachings
- Spreading Geographically
  - Nurture a Small Base – Open an Office
  - Trying out NRI Business – Spreading Thin
  - Media
  - Client Event's

# Phase 2: Home Calling –Tier II Opportunity

- Market for Generalist's in all Professions
- Do all products
- Account for Black & White, CA's importance
- The SME / MSME Expert Opportunity
- Fees – I would say not yet!
- Ecosystem – Business Environment, Talent Pool, Culture, Hiring?
- Full Fledged Opportunity

# Phase 3: The Digital Experiment

- What to solve for? Whom to solve for? Who will use? Who will pay?
- Missing Founders
- Advisor Mindset – Technology Mindset
- Your Personality & Startup Speed
- Help from Stranger's
- Startup Ecosystem in Bangalore
- Finally – Too Much Listening Too Little Doing
- The Digital Opportunity



# Phase 4: Advisor Turn Client – Multi-Family Office

- How did I get here?
  - C – Creativity of Constraints
  - A – Advisor to Clients
  - R – Retail to Relationships
  - E – Entrepreneur Ecosystem
- What do I do for my clients?
  - Add Time
  - Add Value
  - Add Comfort
  - Personalisation / Personalisation / Personalisation

<b>Clients' Expectations</b>	<b>Uday's Expectation</b>
Ownership (efforts to help achieve my goals) & Trust	Good challenging work & opportunity to learn
Enable achievement of goals, safe guard core family goals	Respectful and honest work
Encourage questioning to help discover new goals	Facilitate impact and freedom for you and your family
Reduce time in financial tasks	Build a strong foundation for such services from Oye Paisa
Market level performance by asset class ( <b>within specified risk limits</b> )	
Enable accounting, audit, taxes to be smooth and low effort	

# Phase 4: Advisor Turn Client – Multi-Family Office

Sl. No.	Activities	Expected Outcome	Expected Support	Your Comments
1.	Investment Plan Framework		Sharing of Goals & Plan for spending	
2.	Cash Flow Planning			
3.	Monthly Investment Update		-Bank Details -Setting up Alternate Email	
4.	Document Management		-Pass on the documents	
5.	Angel Investment Support		-Involve in the deal and planning	
6.	Family Investment Review		-Provide all the required information	
7.	Operational Review & Support			
8.	Advance Tax Planning		As above	
9.	TDS Review & Reporting		As above	
10.	ITR & Balance Sheet Preparation		-Time & Clarification	
11.	Support for Your Business			
12.	Support for Philanthropy			

# Phase 4: Advisor Turn Client – Multi-Family Office

- Thoughts on Fees (100% Fees only model)
  - Get paid for your core competency without any discount
  - Discretion is very important, use it to your advantage
  - Free for iffy competencies / areas that you want to build expertise on
- Other Learnings:
  - Fear (Client / Competition)
  - Personalization (Lemon / Snacks)
  - Keep costs low (Shared Office / Dunzo)
  - Keep Networking (Start Ups / Write to Founders)
  - Willing to Experiment (Learning on the Job)
  - Life Planning Exercise – Big Winner (Lasting Impression)
  - Behavior Management – Long Term Orientation
  - Bring your complete self to the meeting
  - You are selling, when you are not selling!

# Phase 4: Next

- Issues:
  - Complacency
  - Client Concentration
  - Dependencies
  - Client Acquisition
- Other Ideas:
  - Partnership Structure
  - Collaboration
  - Working with Bankers

Story: Cheque Writing Again

Thank You!  
Happy to answer your queries!

Email: [uday.dhoot@oyepaisa.com](mailto:uday.dhoot@oyepaisa.com)

[www.vennwealth.in](http://www.vennwealth.in)

@udaydhoot