



Fee-Only Financial Planning: How to Make It Work for You

John E. Sestina

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J.K. Lasser Pro(TM) Before You Plan, Consult J.K.Lasser

Innovative Planning That Benefits Professionals and Clients

What does it take to be a successful fee-only financial planner? According to John Sestina, acclaimed "father of fee-only financial planning," the only special qualifications are a genuine desire to help people, an ability to listen, and a commitment to lifelong learning.

Fee-Only Financial Planning introduces financial planners to the newest, fastest-growing niche in the financial planning field-fee for service rather than commission-based planning. Fee-only planning is attractive to the growing number of clients who want to avoid the long-term payments, lack of objectivity, limited choices, or conflict of interest that can occur with a commission-based payment structure.

In his comprehensive how-to guide and easy-to-use reference, John Sestina provides in-depth coverage of the financial planning field. He covers such topics as:

- * The advantages and disadvantages of fee-only planning for both client and planner
- * Making the transition from commission-based to fee-based planning
- * Building a profitable practice with varied client bases
- * Tailoring to your own work style the system Sestina developed over 35 years of successful private practice
- * Developing and maintaining productive client relationships

For professionals wondering whether fee-only financial planning is in their future, or for anyone in financial services who wants to stay current, Fee-Only Financial Planning is an eye-opening introduction to one of the financial world's freshest, richest entrepreneurial careers.

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