



Financial Advisor

BUSINESS PLAN

2021-22

 Upmetrics

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

Table of Contents

Executive Summary	3
Customer Focus	4
Success Factors	4
Mission Statement	5
Vision Statement	5
Financial Summary	5
3 Year profit forecast	6
Company Summary	7
History	8
Business Structure	8
Startup Summary	9
Startup cost	9
Products and services	12
Market Analysis	14
Industry Analysis	15
Market Trends	15
Target Market	15
SWOT Analysis	16
Strategy & Implementations	18
Advertising Strategy	19
Targeted Cold Calls	19
Referrals	19
Internet	19
Publications	20
Direct Mail	20
Pricing Strategy	20
Operational Plan	21
Milestones	22
Financial Plan	23
Important Assumptions	24
Break-even Analysis	24
Projected Profit and Loss	25
Profit Yearly	26
Gross Margin Yearly	26

Projected Cash Flow	27
Projected Balance Sheet	28
Business Ratios	29

1.

Executive Summary

Customer Focus

Success Factors

Mission Statement

Vision Statement

Financial Summary



REMEMBER

Before you think about how to start a financial advisor service, you must create a detailed financial advisor business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

[Read More](#)



TIP

JP & Moore Financial Advisors, LLP is a standard financial Consulting firm that will be located in the heart of Madison Street, Michigan City, Michigan. The firm is going to operate as a standard financial consulting firm with bias in offering financial advice and financial management, financial planning, and wealth management to our highly esteemed clients.

[Read More](#)

Start Writing here..

Customer Focus



TIP

JP & Moore Financial Advisors will primarily serve the residents within a 20-mile radius of our location. The demographics of these customers are as follows:

- Number of residents

[Read More](#)

Start Writing here..

Success Factors



TIP

JP & Moore Financial Advisors is uniquely qualified to succeed due to the following reasons:

- The Company will fill a specific market niche in the growing c we are entering. In addition, we have surveyed the local pop

[Read More](#)

Start Writing here..

Mission Statement



- Our mission is to make available professional and trusted financial advisory services that assist individual and corporate organizations in operating sustainably.
- We provide workable financial advisory services in combinati

[Read More](#) ▾

Start Writing here..

Vision Statement



- Our vision is to provide our clients with highly professional financial advisory services, giving them good value for their money.
- We strive to handle each client with accountability and responsiveness as if we are managing our own finance.

[Read More](#) ▾

Start Writing here..

Financial Summary



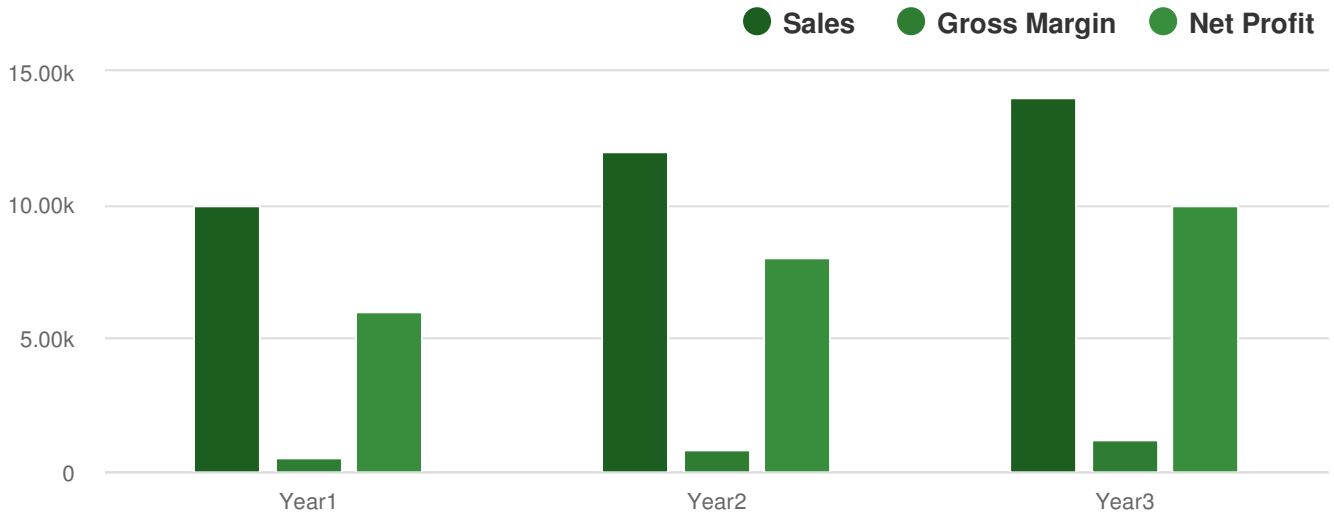
JP & Moore Financial Advisors is currently seeking \$125,000 to launch. Specifically, these funds will be used as follows:


- Store design/build: \$60,000

[Read More](#) ▾

Start Writing here..

3 Year profit forecast





TIP

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

[Read More ▾](#)

Start Writing here..

2.

Company Summary

History

Business Structure

Startup Summary



TIP

JP & Moore Financial Advisors, LLP is founded by John Moore and his business partner James Peter. The organization will be managed by both of them. They both have extensive experience in a diverse range of financial consulting, wealth creation, and wealth management.

[Read More](#)

Start Writing here..

History



TIP

Upon returning from Michigan, surveying the local customer base, and finding a potential retail office, John Moore incorporated JP & Moore Financial Advisors as an S-Corporation in JAN 2015.

The business is currently being run out of John Moore's home office

[Read More](#)

Start Writing here..

Business Structure



TIP

JP & Moore Financial Advisors, LLP will build a solid business structure that can support the growth of our organization. We will ensure that we hire competent and well-experienced hands to help us build the business of our dream. Below is the business structure that we will build JP & Moore Financial Advisors, LLP on:

[Read More](#)

Start Writing here..

Startup Summary

Startup cost



Cost distribution

Amount

Expenses	50000
Assets	80000
Investment	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services



TIP

JP & Moore Financial Advisors, LLP is going to offer a variety of financial advisory services within the scope of the financial consulting industry in the United States of America. Our intention of starting our financial advisory firm is to make profits from the industry and we will do all that is permitted by the law in the United States to achieve our corporate goals and objectives.

[Read More](#)

Start Writing here..



Asset Management

investing and managing client's savings depending on portfolio preferences.



Financial Planning

detailed planning and a structured layout for retirement or child's funds for college.



Hourly Advice

advising clients that do not have assets with JP & Moore Financial Advisors on an hourly basis.



Life Insurance

providing the option of life insurance to clients as part of their long term and retirement planning.



Investment (Business Portfolio) Management



Wealth Creation and Wealth Management



Mortgage, Pension, Retirement and Investment Advisory Services



Income Tax Preparation

4.

Market Analysis

Industry Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective financial advisor services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this financial advisor business plan sample or other financial advisory services business plans available online.

[Read More](#)

Industry Analysis



TIP

The financial advisory services industry is strongly correlated with the strength of the economy as a whole. Last year, industry revenues fell as the market fell, declining by 34% to \$37.6 billion. Revenues are expected to recover again this year, reaching the \$38 billion mark.

[Read More](#)

Start Writing here..



Market Trends



TIP

In recent times, financial advisers / financial consulting firms are at the center of a larger industry-wide change. The steady advancement in technology, changing business regulations, retiring financial professionals, and innovative types of financial services are indeed impacting the trend in the industry.

[Read More](#)

Start Writing here..

Target Market



TIP

Although JP & Moore Financial Advisors, LLP will initially serve individuals clients and small to medium-sized businesses, to be able to compete with the leading financial consulting firms in the United States. We hope to someday merge or acquire other smaller related consulting firms and expand our financial consulting services beyond the shores of the United State

[Read More](#)

Start Writing here..

5.

SWOT Analysis



TIP

JP & Moore Financial Advisors, LLP engaged the services of a core professional in the area of business consulting and structuring to assist the firm in building a well-structured financial consulting firm that can favorably compete in the highly competitive financial consulting industry.

[Read More](#)

Start Writing here..

Strengths

Our core strength lies in the power of our team; our workforce. We have a team that can go all the way to give our clients value for their money. We are well-positioned and we know we will attract loads of clients from the first day we open our doors for business.

S

Weaknesses

As a new financial consulting firm, it might take some time for our organization to break into the market; that is perhaps our perceived major weakness.

W

Opportunities

The opportunities in the financial consulting industry are massive (both individual clients and corporate clients) and we are ready to take advantage of any opportunity that comes our way.

O

Threats

Some of the threats that we are likely going to face as a financial consulting firm operating in the United States are complex financial landscape, expanding industry compliance, regulation, fears of declining asset values, unfavorable government policies, and the arrival of a competitor within our location of operations and global economic downturn which usually affects purchasing power.

T

6.

Strategy & Implementations

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a financial advisor service business startup and must be properly planned before you think about starting your own financial advisor service business.

[Read More](#)

Advertising Strategy



TIP

JP & Moore Financial Advisors will initially invest significant time and energy into contacting potential clients via telephone. In order to improve the effectiveness of this phase of the marketing strategy, a highly focused call list will be used, targeting individuals in areas and occupations that are most likely to demand the services of a financial advisor. As this is a very time-consuming process, the company will invest in a professional call center to handle the initial contact with potential clients.

[Read More](#)

Targeted Cold Calls

Start writing here..



TIP

JP & Moore Financial Advisors understands that the best promotion comes from satisfied customers. The Company will encourage its clients to refer their friends and family by providing economic or financial incentives for every new client produced. This strategy will increase in effectiveness after the business has already been established.

[Read More](#)

Referrals

Start writing here..



TIP

JP & Moore Financial Advisors will invest resources in two forms of internet promotion—organic search engine optimization and pay-per-click advertising. The Company will develop its website in such a manner as to direct as much traffic from search engines as possible. Additionally, it will use highly focused specific keywords to draw traffic to its website, where potential clients can be contacted.

[Read More](#)

Internet

Start writing here..



TIP

JP & Moore Financial Advisors will place print advertisements in key local publications, including newspapers, area magazines, and local sports programs. Additionally, the Company will print brochures and place them in specific locations frequented by target individuals, such as premium stores and professional service providers.

[Read More](#)

Publications

Start writing here..



TIP

The Company will use a direct mail campaign to promote its brand and draw clients, as well. The campaign will blanket specific neighborhoods with simple, effective mail advertisements that highlight the credentials and credibility of JP & Moore Financial Advisors as financial advisors.

[Read More](#)

Direct Mail

Start writing here..

Pricing Strategy



TIP

Generally, a financial adviser is remunerated either through fees, commissions, or a combination of both. For instance, a financial adviser may be paid in any of the following means; an hourly fee for advisory services. A flat fee, such as \$600 per year, for an annual portfolio review or \$2,500 for a financial plan.

[Read More](#)

Start Writing here..

7.

Operational Plan

Milestones



TIP

JP & Moore Financial Advisors will carry out its day-to-day operations primarily on an appointment basis. Clients will make regularly scheduled appointments to review the contents and progress of their investment portfolio. These will primarily occur in-office or in-home in order to increase the strength of the client relationship. If necessary, appointments can be conducted on

[Read More](#)

Start Writing here..

Milestones



TIP

JP & Moore Financial Advisors' long-term goal is to become the number-one provider of financial advisory services and investment products in the Michigan area. We seek to be a household name and the standard by which other providers are judged. We seek to do this by ensuring customer satisfaction and developing a loyal and successful clientele.

[Read More](#)

Start Writing here..

upmetrics.co

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a financial advisory service business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for starting [Read More](#)



TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the financial advisory service business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines [Read More](#)

Start Writing here..

Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

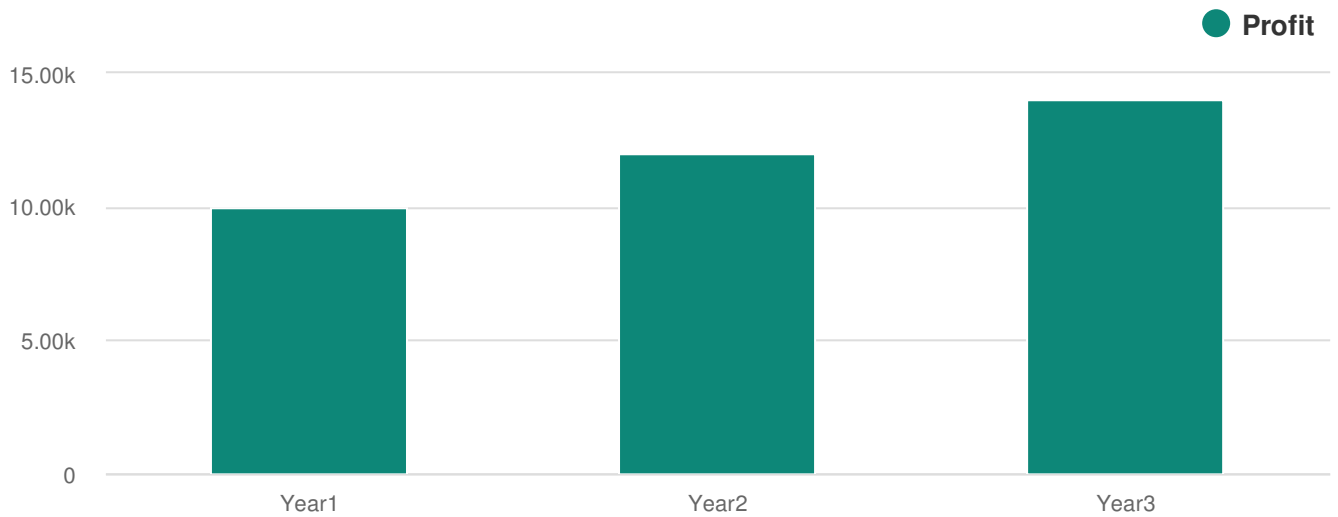
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

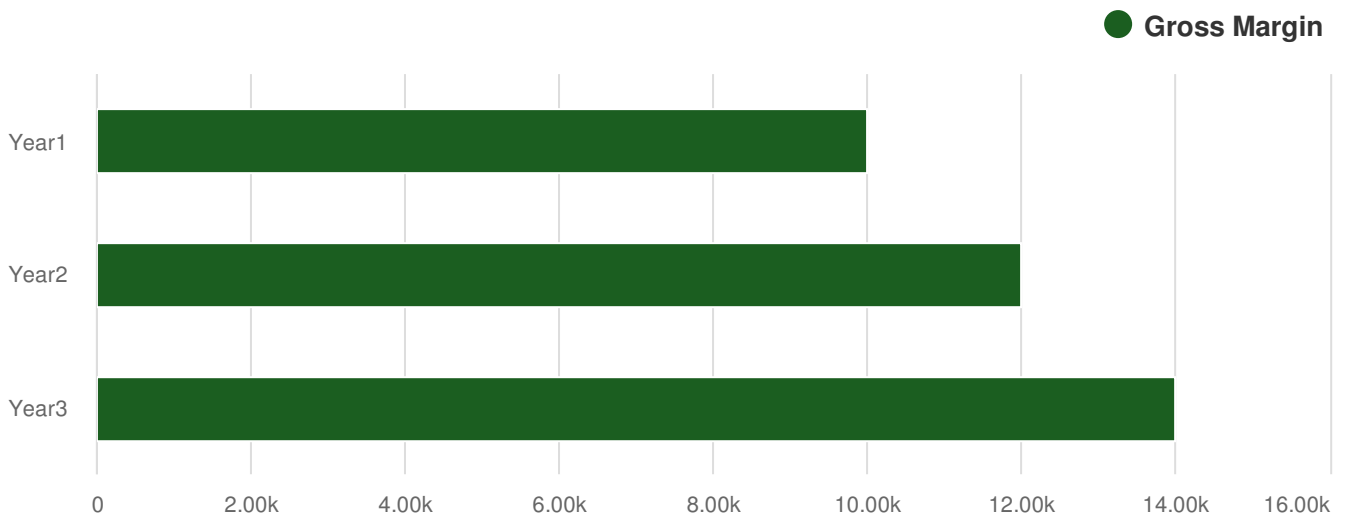
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				

	Year 1	Year 2	Year 3	Industry Profile
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.