

*“To educate our clients about the risks that affect their daily life, to provide meaningful & relevant Advice, Solutions and Services that fit their specific needs”*

- CLAY Core Philosophy

| Six Step Financial Planning Process

| Financial Planning Ecosystem

| Behavioural Risk & Connected-Persons

## Dear Valued Partner

Well it is definitely great to have some semblance of normality again after a long and open-ended season of uncertainty from March 2020.

We are most certainly in new territory as our world continues to suffer on all fronts. Political tensions, countries warring against another, energy (oil) uncertainty, post-Covid-relief challenges and the fight to keep inflation in range. Inflation is set to rise further coming towards the end of 2022 and beginning 2023, before returning to acceptable levels again.

Taking a longer term view is essential, and in truth has always been **best practice**. Whether you are concerned about short term changes in your investment returns, the inflationary impact on your personal household budget where fuel and food cost a lot more than 2022 – the answer is still to remain focused on the road ahead, adjusting only when deemed necessary but never without evaluating & quantifying the future impact. Living only for the now can be a very costly affair.

### Six Step Process of Financial Planning

**Establishing & defining a professional relationship:** The very first meet - To clearly outline the services provided & to **define our responsibilities**. To establish grounds for which a business relationship exists.

**Gather information & data, including client's goals:** A fact finding mission - about your present circumstances & goals done via a **financial needs analysis**. Supporting documents like pension details, vehicle insurance, health and if a will has been properly drafted, signed and stored. This is the essential information unique to you just like you own personal goals for retirement or estate considerations.

**Perform analysis of client's present circumstances:** analysing the all the streams of informations using our **unique methodology**, which will include an assessment of existing products to determine suitability & adequacy.

**Develop & present solutions:** developing the financial plan - stating clearly the areas of concern and risk, and then to present recommended solutions to cover your risk exposure and help you plan for you goals in a **clear & uncomplicated** way.

**Implement solutions:** present, agree and implement the solutions - agreed upon.

**Regular reviews:** **regular ongoing reviews** of client circumstances, how products & solutions that were installed are performing vis-à-vis clients' needs & their ongoing relevance.

# INTERCONNECTED

AN ECOSYSTEM IS A GEOGRAPHIC AREA WHERE PLANTS, ANIMALS, AND OTHER ORGANISMS, AS WELL AS WEATHER AND LANDSCAPE, WORK TOGETHER TO FORM A BUBBLE OF LIFE. ECOSYSTEMS CONTAIN BIOTIC OR LIVING PARTS, AS WELL AS ABIOTIC FACTORS, OR NONLIVING PARTS. BIOTIC FACTORS INCLUDE PLANTS, ANIMALS, AND OTHER ORGANISMS. ABIOTIC FACTORS INCLUDE ROCKS, TEMPERATURE, AND HUMIDITY.

EVERY FACTOR IN AN ECOSYSTEM DEPENDS ON EVERY OTHER FACTOR, EITHER DIRECTLY OR INDIRECTLY. A CHANGE IN THE TEMPERATURE OF AN ECOSYSTEM WILL OFTEN AFFECT WHAT PLANTS WILL GROW THERE, FOR INSTANCE. ANIMALS THAT DEPEND ON PLANTS FOR FOOD AND SHELTER WILL HAVE TO ADAPT TO THE CHANGES, MOVE TO ANOTHER ECOSYSTEM, OR PERISH.

## Contacts

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### CONSULTS VIA:

ZOOM

MICROSOFT TEAMS

IN-PERSON

WHATSAPP VIDEO

- Kindly contact your Financial Planner to setup an online consultation
- Alternatively send us a WhatsApp and we will setup consult for you to speak with a Financial Planner

## The Financial Planning Ecosystem

People have needs... they have financial needs! We trade our hard earned money for food, shelter, health & safety, lifestyle need, transportation and entertainment.

Items we need to spend on like food is largely impacted by things outside of our control generally on a macro level – through food inflation or even looting like we have experienced in KZN, which impacted the demand and supply of products... food prices were ridiculously high. These are issues that we cannot control.

A proper financial plan helps to bring these oscillating needs into a more organised whole that creates a good perspective of the state of your Financial Needs in relation to the constant shifts taking place around you.

So we cannot control a whole bunch of stuff around us. What we do have influence over is our **behaviour** in response to these changes.

## Behavioral Risk and Connected Persons

One the main drivers behind irrational financial decisions is not having sight of the big picture. When all the externals are swirling and you cannot make full sense of the impact on you, your family or your business. We have outlined above that through a well structured consultation you can arrive at a more precise and relevant report of your financial needs.

What this reports also provides you with is connected-persons who will be affected by your financial choices and places a value on it. Whether you directly, your spouse or kids, or even your business or colleagues you work with. **Everything is Interconnected** – so there will always be **connected-persons** risk that we all carry and must consider.

(Great Planning + Big Picture + Better Choices = **Healthier Financial Needs Ecosystem**)

Take this exercise, use one financial need for example Death Needs or Retirement Needs... list the **connected-persons** with a short note on what you think the impact would be?

Look forward to chatting again soon.

Regards, Keegan Pillay