

## SAMPLE COST PROJECTION & COMPARISON

### Typical Sole Practitioner versus ACA Member



Category	Item	Typical		ACA Member		The ACA Difference
		Year 1	Year 2	Year 1	Year 2	
<b>Business Setup</b>						
	Legal Entity (LLC, C- or S-Corp)	\$ 500	\$ 150	\$ 500	\$ 150	
	ADV	\$ 2,500	\$ 500	\$ -	\$ -	Self-prepare using model ADV* and member examples
	Client Agreements	\$ 500	\$ -	Included	Included	Model agreements provided*
	Logo	\$ 500	\$ -	\$ 500	\$ -	ACA member logo available for use
	Stationery & Business Cards	\$ 1,500	\$ 500	\$ 500	\$ 250	Design provided; your only cost is printing
	Brochures	\$ 1,000	\$ 1,000	\$ 750	\$ 750	Brochure design provided; your only cost is printing
	E & O Insurance	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	Vendor information available
	Business Liability Insurance	\$ 250	\$ 250	\$ 250	\$ 250	
	Web Site Design	\$ 1,000	\$ 500	Included	Included	ACA provides template and hosts web site
						<i>*Model agreements and model ADV were prepared by compliance attorney</i>
	<b>Total</b>	<b>\$ 9,250</b>	<b>\$ 4,400</b>	<b>\$ 4,000</b>	<b>\$ 2,900</b>	
<b>Software</b>						
	Accounting (Quickbooks or equiv.)	\$ 200	\$ -	\$ 200	\$ -	Model Chart of Accounts provided
	Microsoft Office	\$ 400	\$ -	\$ 400	\$ -	ACA files work with Office 2002, 2003 and 2007
	CRM (ACT!, ProTracker or equiv.)	\$ 900	\$ 300	\$ 900	\$ 300	
	Tax	\$ -	\$ -	\$ 400	\$ 400	Tax preparation and planning software recommendations available
	Financial Planning	\$ 1,500	\$ 400	Included	Included	Database of modular software customized to ACA approach
	Portfolio Management	\$ 3,500	\$ 1,000	Included	Included	ACA Pyramid provides basis for investment strategy
	Investment Analysis	\$ 1,000	\$ 1,000	Included	Included	List of suggested funds & ETFs published quarterly
	Software Training	\$ 1,000	\$ 1,000	Included	Included	Software training and support included in training program
						<i>Note: ACA software is updated regularly, relieving individual research into latest technology</i>
	<b>Total</b>	<b>\$ 8,500</b>	<b>\$ 3,700</b>	<b>\$ 1,900</b>	<b>\$ 700</b>	
<b>Professional Development</b>						
	ACA Success Program*	\$ -	\$ -	\$ 1,000	\$ -	All training included, cost reflects travel
	Coaching	\$ 3,000	\$ -	Included	Included	As-needed access to Success Program Concierge
	Mentoring	\$ 3,000	\$ -	Included	Included	One-on-one phone mentoring
	Visting Advisor Program	\$ 5,000	\$ -	\$ 1,000	Included	Observe at other members' offices; cost reflects travel
	Videos/DVDs	\$ 720	\$ -	Included	Included	Appointment Series & training DVDs enhance your confidence
	CD & Media Library	\$ 300	\$ -	Included	Included	Many recordings are also appropriate for client education
	Advisor Discussion Forum*	\$ -	\$ -	Included	Included	Over 140 virtual partners providing assistance and guidance
	<b>Total</b>	<b>\$ 12,020</b>	<b>\$ -</b>	<b>\$ 2,000</b>	<b>\$ -</b>	
<b>Conferences</b>						
	ACA Annual Conference	\$ -	\$ -	\$1,000*	\$ 1,500	Focus on "Best of ACA" practice enhancements
	Conference 1 (NAPFA, FPA, other)	\$ 1,750	\$ 1,750	\$ -	\$ -	
	Conference 2 (NAPFA, FPA, other)	\$ 1,750	\$ 1,750	\$ 1,500	\$ 1,500	
	Continuing Education	\$ 500	\$ 500	\$ 250	\$ 250	Tele- and web-conference CE sessions at no additional charge
						<i>*Registration included in ACA fee; these costs for travel and lodging</i>
	<b>Total</b>	<b>\$ 4,000</b>	<b>\$ 4,000</b>	<b>\$ 1,750</b>	<b>\$ 3,250</b>	

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		Year 1	Year 2	Year 1	Year 2	
<b>Professional Associations</b>						
	ACA	\$ -	\$ -	Included	Included	Required for ACA membership
	NAPFA	\$ 475	\$ 475	\$ 475	\$ 475	
	FPA	\$ 350	\$ 350	\$ -	\$ -	
	Others	\$ 300	\$ 300	\$ 300	\$ 300	
	<b>Total</b>	<b>\$ 1,125</b>	<b>\$ 1,125</b>	<b>\$ 775</b>	<b>\$ 775</b>	
<b>Office Equipment</b>						
	Furniture	\$ 2,000	\$ 500	\$ 2,000	\$ 500	ACA encourages and assists with the early adoption of a paperless environment and virtual technologies
	PC	\$ 2,000	\$ -	\$ 2,000	\$ -	
	Scanner	\$ 500	\$ -	\$ 900	\$ -	
	Laser Printer	\$ 1,000	\$ -	\$ 400	\$ -	
	Color Printer	\$ 400	\$ -	\$ 300	\$ -	
	Copier	\$ 1,000	\$ -	\$ -	\$ -	
	Fax	\$ 400	\$ 400	\$ -	\$ -	
	<b>Total</b>	<b>\$ 7,300</b>	<b>\$ 900</b>	<b>\$ 5,600</b>	<b>\$ 500</b>	
<b>Office Expenses (assumes home office)</b>						
	High-speed Internet (\$50/month)	\$ 600	\$ 600	\$ 600	\$ 600	
	Phone (\$40/month)	\$ 480	\$ 480	\$ 480	\$ 480	
	Long Distance (\$30/month)	\$ 360	\$ 360	\$ 360	\$ 360	
	Mobile Phone (\$50/month)	\$ 600	\$ 600	\$ 600	\$ 600	
	Books & Publications	\$ 500	\$ 500	\$ 500	\$ 500	
	Office Supplies	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	
	<b>Total</b>	<b>\$ 4,040</b>	<b>\$ 4,040</b>	<b>\$ 4,040</b>	<b>\$ 4,040</b>	
<b>Other Expenses</b>						
	Marketing & Networking	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	
<b>ACA Agreement</b>						
	Membership	\$ -	\$ -	\$ 1,800	\$ 1,800	
	Training	\$ -	\$ -	\$ 8,700	\$ -	
	<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,500</b>	<b>\$ 1,800</b>	
<b>Grand Total</b>		<b>\$ 47,235</b>	<b>\$ 19,165</b>	<b>\$ 31,565</b>	<b>\$ 14,965</b>	
<b>Savings</b>	Year 1			\$ (15,670)		<ul style="list-style-type: none"> <li>✓Invaluable training for a lifetime of success</li> <li>✓No need to re-invent the wheel or spin yours</li> <li>✓Hit the ground running</li> <li>✓Follow a proven, paved track</li> <li>✓Increased opportunity for profitability and career satisfaction</li> </ul>
	Year 2			\$ (4,200)		

Resources for "Typical Sole Practitioner": *So You Want to Be a Financial Planner* by Nancy Langdon Jones and NAPFA Basic Training course