

The Inspiration Behind Financial Coaching

From Matt King, President and Founder of King Wealth Advisors:

“It may sound counterintuitive, but my favorite planning clients have always been the ones that contact me the most – the ones that feel it necessary to bounce every financial decision off me regardless of how minor it may seem:

- ‘What credit card should I apply for?’
- ‘Should I put solar on my house? If yes, then how should I pay for it?’
- ‘Can I afford to buy a new car?’

In the short run, answering these types of questions regularly can be time consuming, but in the long run, the open dialogue makes for a great client and a solid plan because it helps to avoid major money mistakes. The last thing a financial planner wants is surprises. We’ve spent all of this time and energy working with the client to create and maintain a plan that works, so we don’t want anything to jeopardize it. If the client is asking you about the type of credit card they should apply for, you know they’re not going to call out of the blue to say they bought a boat. It builds trust and accountability.

When I launched my own firm, I wanted to create a specific offer around financial coaching, so all of my clients would be encouraged to contact me for all of their financial questions.”