Registering to Access Accounts Through Wealthscape Investor™

1. From the Avantax Home Page, click the Wealthscape Investor™ link.

2. In the Sign In box, click Register to register your accounts for Wealthscape Investor™.

3. In the Register Now box, enter the last four digits of your Social Security Number, your first and last name as it appears on the account, and your date of birth then click Next.

4. Next, enter your Brokerage account number then click Next.

5. On the next page, create a password using the Password Guidelines and create a security question then click Next. You will use this password to access your account in the future.

6. You have successfully registered for Wealthscape Investor™. To continue to Wealthscape Investor™, Click Continue to home page.

Important! Record the User ID for future use. You will be required to enter this User ID and your password every time you log in to your account.
Mastering Difficult Client Conversations
Explaining the Benefit of Migrating from a Direct-to-Fund account to an Advisory account

With access to online technology and research, many of your CPA clients may be DIY investing. Use these talking points to discuss expanding your services to become their trusted wealth advisor.

Introduce the Topic
Hello [client name], thanks for talking with me today. I noticed that you have an investment account held directly at [company], and I want to discuss moving the account to an Advantax advisory account. Direct investing can be fine for growing assets early on, but you're at a complex stage financially where many clients benefit from professional advice.

I can develop a comprehensive plan with a tax-smart approach for you that will be designed to increase your wealth over a non-tax approach.

Select Two or Three Points Most Applicable to Your Client:
• Now is the time, before retirement, to have a professional check your retirement plan for blind spots while you can still make corrections.
• Investing is only a small part of your retirement plan. I can design a tax-smart approach for every aspect, including investing, estate planning, healthcare, and weathering volatile markets.
• When should you take social security? Which account should you draw from first? When taking required minimum distributions, how can factoring in capital gains and tax losses inform better decisions?
• What is your legacy? The accumulation phase can be less daunting than the retirement phase. I can help you with these complex questions.
• With an advisory account, you have a trusted ally who doesn't just pick investments. Together, we'll design a tax-conscious plan that we can modify for decisions beyond retirement like buying a house, changing careers and paying for college.
• First and foremost, I want you to know we work on a simple flat-fee basis, i.e., we don't get commissions based on trades; and, we work on a pay-as-you-go basis with no hidden charges and ongoing professional advice that can help you accumulate more wealth over time than direct investing.

Anticipate Their Response
“[client name], my schedule is hectic right now.”
“I can appreciate that, however, given recent market declines, now is an excellent time to think about rebalancing your portfolio for long-term growth. Can we set up a meeting two weeks from now when you've had time to catch up?”
“[client name], I’m still not interested at this time.”
“Can you tell me what other concerns you have? Perhaps I can set your mind at ease.”

Summarize Your Value
Thank you for trusting us with all your annual tax needs. We consider ourselves a fiduciary, and we can provide that same ethical lens to your retirement plan. Let’s schedule an appointment for next week to talk about our Tax-Smart planning strategy. Then, if you think we’re a good fit, we can take an in-depth look at your goals and develop a personalized financial plan for you, your family or your business (if applicable).