



# GORDON & ASSOCIATES FINANCIAL ADVISORS, INC.

Your Fee-Only Financial Planning  
& Wealth Management Firm

## PERSONAL FINANCIAL PLANNING

### How Does Gordon & Associates Financial Advisors, Inc. Define Personal Financial Planning?

Personal financial planning is the process of organizing an individual's financial and personal matters for the purpose of developing a strategic plan to constructively manage income, assets, and liabilities to meet near- and long-term goals and objectives. Critical to the success of the personal financial planning process are the documentation of personal goals and objectives and the monitoring and periodic review of the plan to ensure that it continues to meet your needs.

### What Steps Are Involved in the Financial Planning Process?

Our financial planning process is driven by your objectives. We do not use a "canned" financial planning package that generates the same reports for every client. Instead our financial plans are highly-customized and tailored to your individual objectives. We create, implement and maintain your plan with you by means of a five step process:

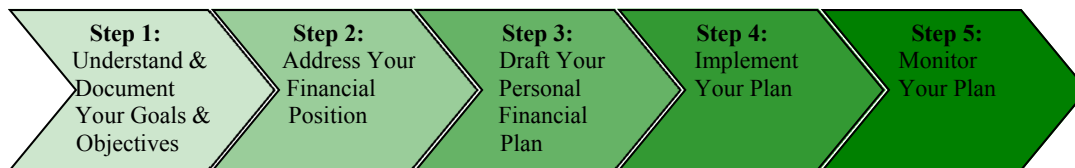
**Step 1: Understand & document your goals and objectives.** We initiate this step by having you complete a goals questionnaire and then meet with you to gain insight into your financial objectives. Once we have a clear understanding of your goals, we complete a Written Goals Report that is utilized throughout the remainder of the process.

**Step 2: Address your financial position.** From our review of the information provided in this step, we produce two items: 1. A statement of financial position, and 2. Written observations. These two reports are incorporated into your financial plan.

**Step 3: Draft your personal financial plan.** At the conclusion of this step, we have prepared your Personal Financial Plan based on your goals and objectives and our calculations. It includes an observations and recommendations section, and most importantly an Action List.

**Step 4: Implement your plan.** The Action List is the key to step 4. This list contains the items you must execute in order to put your plan into action.

**Step 5: Monitor your plan.** We recommend an annual review of the your plan, and changes to the plan whenever appropriate and cost effective.



### What Subjects Are Addressed by Personal Financial Planning?

- Cash Management & Planning
- Risk Management & Insurance Planning
- Education Planning
- Retirement and Financial Independence Planning
- Estate Planning
- Investment Planning and Management
- Tax Planning
- Implementation & Monitoring

Your Fee-Only Financial  
Planning & Wealth  
Management Firm

Gordon & Associates  
Financial Advisors, Inc.  
Horace C. Gordon, IV, CPA/PFS  
Post Office Box 47627  
Tampa FL 33646



Phone: 813-289-9877 x103 \* Fax: 813-289-9878 \* Email: hgordon4@gafainc.com