



## Understanding the Financial Plan

***Do you feel like your financial advisor speaks a foreign language?  
Do you think you could be a financial advisor but need to know the “Bigger Picture”?  
Do you work in the financial services industry but still have more to learn?***

Let us help you understand the big picture on the Financial Planning profession and process. Our Personal Financial Planning Executive program was developed several years ago to provide the education necessary to become a Certified Financial Planner™ for people who already know the business.

***However, as the financial landscape becomes more complex and confusing, we soon realized that there is a strong need for many people to gain basic fundamental knowledge, from an educational platform and not a sales vantage point, someone you can trust - your local educational resource, Oakland University.***

Our workshop is designed to help you decipher the terminology from an unbiased source. Our program is taught by local experienced industry leaders in the financial services business. Our workshop can help you understand more about your own finances, the industry, and unravel the complexity of the financial services arena.

Course begins **Tuesday, October 4<sup>th</sup>**. Additional dates Oct. 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup>, Nov. 1<sup>st</sup> & 15<sup>th</sup>

Time: 6:30-8:45 p.m.

Location: Oakland University campus

Cost: \$475\* *\*discounts available for group enrollment*

Registration: Contact the Program Director, Lori Oancea at [lorioancea@oakland.edu](mailto:lorioancea@oakland.edu) or at (248) 535-1388

Session 1 & 2  
**Overview of Financial Planning & Industry Overview/Financial Services Regulations and Requirements**

SEC  
FINRA  
Requirements to be a Financial Planner  
Legislative Insight and Client concerns  
Ethical considerations in the financial services market  
Who are you dealing with?  
Different types of Financial Institutions  
Products – risk/return  
Risk Tolerance  
Media influence on investing  
Economic concepts – Business Cycles, Economic cycles

Session 3 & 4  
**Financial Planning**

Personal Income Taxation  
How to read a Financial Statement / Tax Return  
Assets, Liabilities, Net Worth  
Budgeting, Cash Flow  
Time Value of Money  
Financial Considerations of Life Events  
Estate Planning  
Divorce  
Special Needs  
Disability  
Death  
Risk Management – Life Insurance, Disability Insurance, Long Term Care

Session 5 & 6  
**Products/Terminology**

Fixed Products – Bank products, CD’s, FA’s, SPIA’s  
Securities – Stocks, Bonds, Mutual Funds, ETF’s, Variable Annuities  
Taxation effect on products  
Education Planning – 529’s, UTMA’S, Education Savings Accounts, etc.  
Retirement Planning – IRA’s, 401k’s, 403b, Variable Annuities, age considerations at 59 ½ and 70 ½  
Estate Planning – Wills, Trusts, Charitable Gifting, Protecting your assets  
Medicaid, Medicare, Social Security  
Life Planning Goals  
Wheel of Life Exercise

***\*Keir Educational Resources – “Introduction to Financial Planning” (textbook will need to be purchased at a reduced publisher rate of \$47.50 plus shipping)***

