

# What attributes of successful sports coaches should I look for in a financial advisor?

By Alfred Schor

In 1958, the Green Bay Packers played with five future Hall-of-Famers on the team. Their season record? One tie, one win and 10 losses. So, the team hired a new coach. In 1960, with basically the same squad, Vince Lombardi led the Packers to the NFL Championship Game.

With football season upon us, we thought it appropriate to highlight several coaching attributes that also make financial advisors great financial coaches.

**Using the proverbial “big picture” to coordinate strategies and resources effectively**

The ability to see and understand all the forces at work allows an advisor to help clients design detailed strategies that all align to a broader goal. Rather than focusing on investment returns alone, clients instead have a carefully considered, well-coordinated, and appropriately timed plan that utilizes a risk-appropriate asset allocation and glide path, includes tax-efficient planning and investing strategies, optimizes estate considerations and wealth transfer, and appropriately prioritizes other goals, such as philanthropy, strategic gifting or the creation of a multi-generational legacy.

**Leveraging the right specialists at exactly the right moment**

You can't win games or bring value to a client unless you have the right team and every successful team consists of specialists working harmoniously for a common goal. Just as a coach takes players in and out of the game based on need, savvy advisors are well connected and excel at matching the right legal, accounting, tax and planning specialists with the unique goals, needs and preferences of each client.

**Planning for the long-term, not just the immediate play**

While players limit their focus to executing each play with precision, coaches also have the vision to see not just two or three plays out, but how the whole game may play out. Astute advisors are therefore ready when their best-laid plans do not go as planned. And, like a good coach, advisors are prepared to help their clients negotiate the losses across any scenario, from regular market corrections to catastrophes like 2008.

**Keeping emotions out of the game**

It is a coach's job to teach players to manage their emotions—and an advisor's job to help clients control theirs. While all advisors should monitor and highlight material events that may necessitate a plan or strategy change, effective advisors more often need to help prevent their clients from acting on roiling emotions. They encourage taking a step back and sticking with the original plan and strategies that fully anticipated such periodic losses.

Someone once said that, if you turned off your television in 2008 and turned it back on in 2011, you would have thought nothing had happened to the stock market. A top advisor, a real financial coach, helps clients turn off the television...and keep it off.

All investments carry some level of risk, including the potential loss of principal invested. No investment strategy can guarantee a profit or protect against loss. Saugatuck Financial is a marketing name for Justin Charise and Alfred Schor and is not a broker-dealer, registered investment advisor, federal savings bank, subsidiary or other corporate affiliate of The Northwestern Mutual Life Insurance Company including its subsidiaries, nor is it a legal partnership or entity. Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI (NM), and its subsidiaries. Charise and Schor are representatives of Northwestern Mutual Wealth Management Company®, NWMWC, Milwaukee, WI, a subsidiary of NM and limited purpose federal savings bank, and registered representatives of Northwestern Mutual Investment Services, LLC (securities), a subsidiary of NM, registered investment adviser, broker-dealer and member FINRA and SIPC. All NWMWC products and services are offered only by properly credentialed representatives who operate from agency offices of NWMWC.

*Al Schor is a founding partner of Saugatuck Financial. He has been named among the top 10 financial representatives in Northwestern Mutual's Eastern Region for the last 3 years and has been named among their top 20 representatives nationwide since 2015. In 2017, he was named among Worth Magazine's Leading Advisors. ❖*



203-610-8200  
 www.gcaofct.com  
 85 Mill Plain Rd. Suite S.  
 Fairfield, CT. 06824



Gymnastics | Parkour | Ninja Zone | Dance | Tumbling | Cheerleading | Indoor Playscape | Camps | Parties & Events