

Successor alignment

Advisor succession planning



As a financial advisor, you've spent years building a practice rooted in trust, service, and meaningful relationships. Now, as you prepare to transition out of the business, choosing the right successor is one of the most important decisions you'll make.

This worksheet will help you reflect deeply on what matters most—your values, your culture, and the client experience you've worked so hard to cultivate.

By clarifying your expectations and vision, you better equip yourself to identify a successor who not only carries on your legacy but enhances it. Use this resource as a guide to ensure your transition is intentional, aligned, and client centered.

Core values

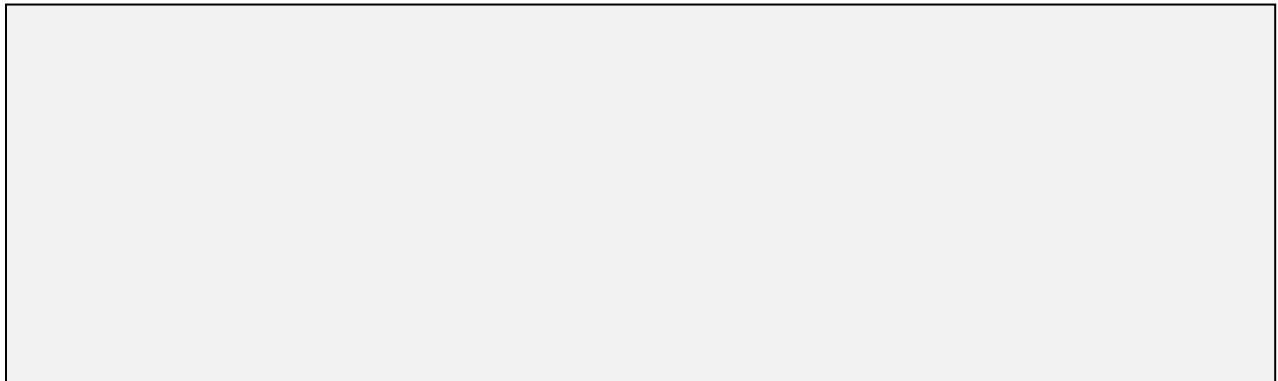
Core values are the basic beliefs and principles that guide how a business runs and makes decisions. For example, integrity, which means being honest, and customer-centric, which means placing the client at the center of all decisions.

- What three core values define how I run my practice?
- Why are these values important to me?
- How do these values influence my decision-making and client interactions?
- What core values are non-negotiable for my successor?

Cultural fit

A strong cultural fit ensures that the successor will naturally integrate into and uphold the unique environment you have cultivated. For example, how decisions are made, how team members interact, and how clients are treated.

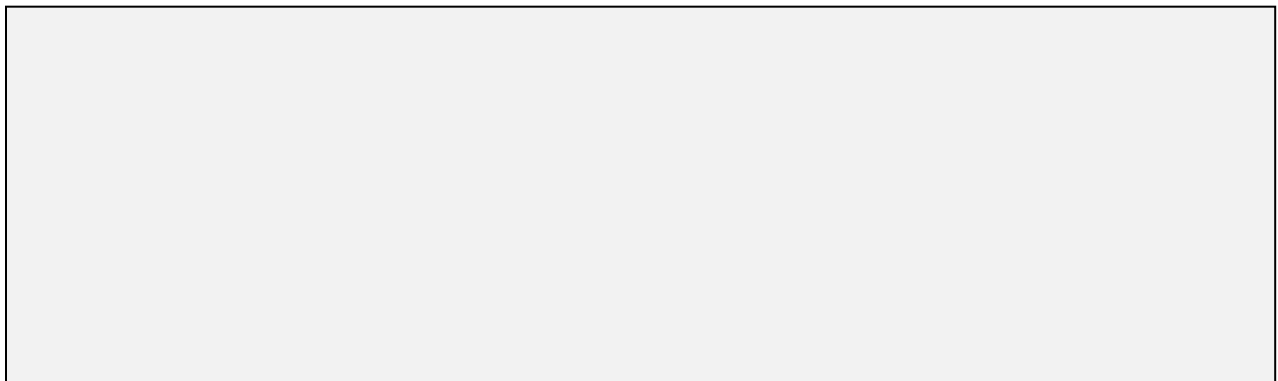
- How would I describe the culture of my practice in one sentence?
- What are the key elements that contribute to this culture?
- What cultural traits are non-negotiable for my successor?



Client experience philosophy

Establishing strong, trust-based relationships with clients is essential, and your unique approach is key. For instance, recognizing each client's individual needs and aspirations, and consistently exceeding their expectations through proactive communication, prompt responses, and genuine care could be central to your client experience philosophy.

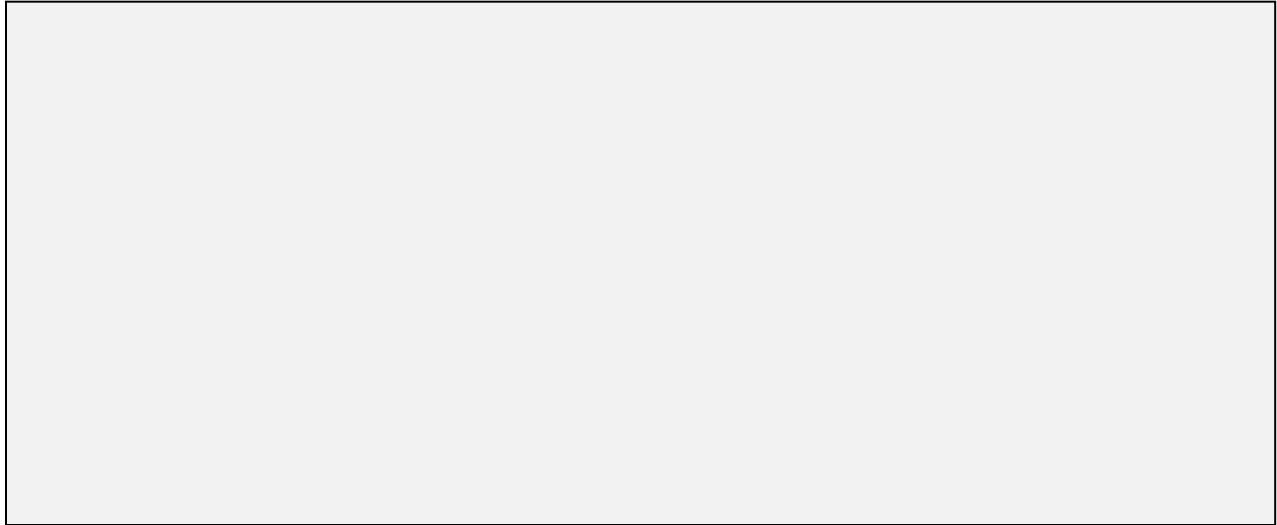
- What are the non-negotiables in how clients are treated?
- How do I ensure consistency in client experience across my practice?
- What client service skills are non-negotiable for my successor?



Key considerations

Beyond values, culture, and client experience, there may be other qualities that are important to you in a successor—such as age, communication style, leadership presence, or even how they show up in the community. Take a moment to reflect.

- What other characteristics or circumstances must your successor possess to truly feel like the right fit for your clients, your team, and your legacy?



Choosing a successor is more than a business decision—it's a personal one.

By taking the time to reflect on what truly matters to you, you're not only protecting the legacy you've built, but also setting clients and your team up for continued success.

Let this worksheet be a starting point for deeper conversations and intentional planning as you move toward a transition that feels right—for you, clients, and your future successor.

