

THE FUTURE OF FINANCIAL ADVICE IS HERE



**THE VIRTUAL  
WEALTH MANAGEMENT  
TRANSFORMATION**

---

A VITAL READ FOR SELF-MINTED MILLIONAIRES

Produced by Derek Notman, CFP®  
November 2020

# INTRODUCTION

There has been a monumental shift in how the wants and needs of the consumer are satisfied in virtually all aspects of our lives. High net worth Individuals, especially those that love to travel in luxury, make it a priority to live their best life today & tomorrow. Wealth Management & Financial Advice needed to evolve to focus on embracing what these clients want, an awesome life - work balance, not just investment returns and planning for some distant idea like retirement.

## HIGH NET WORTH INDIVIDUALS VALUE

- Leveraging your time & money to increase effectiveness
- Exclusivity
- Luxury travel
- Privacy
- Being socially responsible with their spending and investments
- Convenience & flexibility
- Proper estate planning (wealth transfer) for future generations
- Connections & relationships

If this describes you and your values then this eBook is exactly what you need to read.

# CHAPTERS

|  |    |
|--|----|
| WHO IS DEREK NOTMAN?   | 3  |
| LIVING YOUR BEST LIFE TODAY & TOMORROW                               | 4  |
| THE MEGATREND TRANSFORMATION OF WEALTH MANAGEMENT & FINANCIAL ADVICE | 5  |
| LOCATION INDEPENDENCE  | 6  |
| TECH & TOOLS WE USE TO PROVIDE AN AMAZING CLIENT EXPERIENCE          | 7  |
| SERVICES WE PROVIDE  | 8  |
| TYPES OF PEOPLE WE SPECIALIZE PARTNERING WITH                        | 9  |
| 5 TIPS ON HOW TO CONNECT WITH THE IDEAL VIRTUAL ADVISOR              | 10 |

---



## WHO IS DEREK NOTMAN?

"Derek Notman could give the 'World's Most Interesting Man' (Dorothy's ad campaign) a run for his money. His story reads like a novel, from the highs of being named the state of Vermont's top new advisor by NAIFA in 2008; to the lows of a failed business dream after relocating to Madison; to being threatened by a New York City hedge fund over his former business. Born In Dublin, Ireland to a South African-raised mother, Notman and his wife established a South African foundation for young business entrepreneurs; he's flown the world's longest flight on a two-engine plane; and proudly owns one-square foot of the Laphroaig Scotch Whisky Distillery." - InBusiness Magazine 40 Under 40 Class of 2019

### Hi, nice to "meet" you!

I am a loving husband and father first. I love world travel, fast cars, and dogs. I love exploring new places, meeting new people, trying new things, and getting out of my comfort zone. Thus far I have done everything from attending a traditional Zulu wedding, tracking a Lamborghini Huracan at 160mph and surfing in the frigid waters of the Irish Sea to taking a helicopter to a remote game reserve in the South African bush, enjoying high tea at Waterford Castle, and attending a U2 concert at Croke Park in Dublin, Ireland and so much more. Make sure to ask me about the "Russian Incident" with my father-in-law....

I started in financial services in 2006 and was one of the pioneers of the Virtual CFP® (virtual financial advisor) model back in 2013, staying at the head of the pack ever since in the virtual transformation of wealth management.

I founded my Virtual Wealth practice, Intrepid Wealth Partners, to serve a very special type of clientele - self-minted millionaires, especially those who love to travel in luxury. Why? Because I am the people I serve. I understand what it means to have financial means, to travel the world, to take risks so I can pursue my passions & dreams. I place a lot of value on privacy and being part of a select tribe that simply "get's it" and want to make sure my son and future generations understand these values and are able to have similar opportunities. The virtual model has allowed me to serve my clients, regardless of physical location and as long as I am licensed appropriately, in a very personal, customized, and meaningful way. No longer do we need to be tied to a brick & mortar office and all of its restrictions....

---

# LIVING YOUR BEST LIFE TODAY & TOMORROW

Having an amazing life - work balance is a choice.

Perhaps you are reading this while flying over the Atlantic. Or maybe while on safari. Or while sipping a coffee in Paris while looking at the Eiffel Tower. Or maybe you are home dreaming of your next adventure.

The point is that you have done and will continue to do these things because you value living your best life today and tomorrow.

None of us knows when "our time" will come. The thought of living my life only for tomorrow has never made sense to me. Why do I want to put my life on hold, sacrificing things I want to do now only to plan to do them many years in the future? What if I never make it that far?

This question has led me to design my life differently from the masses. I value time with my family. I value experiencing new things. I value traveling the world in luxury because, well, why not?! I value controlling my personal, business, and financial destiny. I value living life on my terms.

I believe these are what motivate us to be successful.

I believe that our wealth (money) is directly tied to our happiness in life. Money can buy happiness. Our wealth is a tool that should be used to perpetuate a life of luxury, happiness, and endless opportunity & experiences.

As far as we know we only have one crack at this thing we call Life, so why not make it the best we can? The only reason one will not be able to live their best life today & tomorrow is because they choose to (consciously or unconsciously). People like us choose to live the best life we can!



# THE MEGATREND TRANSFORMATION OF WEALTH MANAGEMENT & FINANCIAL ADVICE

“Mega Trends are transformative, global forces that define the future world with their far-reaching impacts on businesses, societies, economies, cultures, and personal lives.” - Iain Jawad, Frost & Sullivan

The current mega trend we are in was well underway before the Pandemic of 2020. Although a lot of pain and suffering was experienced by people on a global scale there are some silver linings. For one, it forced the world into one massive “work-from-home” experiment. How did it go? Really well. It proved beyond a reasonable doubt that having a physical presence is not as crucial or as important as we all thought.

One industry that got hit hard was financial services. The brick & mortar advisor is stuck In 1985, still doing things like cold-calling, conducting in-person meetings on nights & weekends, and running expensive offices with in-house staff.

While the consumer and technology have drastically evolved, especially over the last 20 years, the business of financial advice has not.



Where do you (the consumer) go when you want to research (buy) a new product or service? Fact - Google processes over 3.5 billion searches per day!



The consumer has grown accustomed to doing everything from their dating & banking to health checkups & buying groceries virtually.



The consumer expectation of 2020 has been established. The way you get your products & services has evolved - you want a life-enhancing-virtual experience.



The consumer still wants a highly personal and customized experience for any service they need, but the medium for this experience has changed.



The Financial Advice Industry is service-based and predominantly all business-to-consumer. It must pay close attention to What the consumer wants and How they want it, or go extinct.

---

# LOCATION INDEPENDENCE

## Sounds freeing, doesn't It?

As a world traveler you understand, appreciate, expect, and almost demand the freedom of being able to go anywhere at the drop of a hat. But just because we are fortunate enough to be able to do this does not mean that the rest of our personal, business, and financial lives need to be put on hold while we are off traveling.

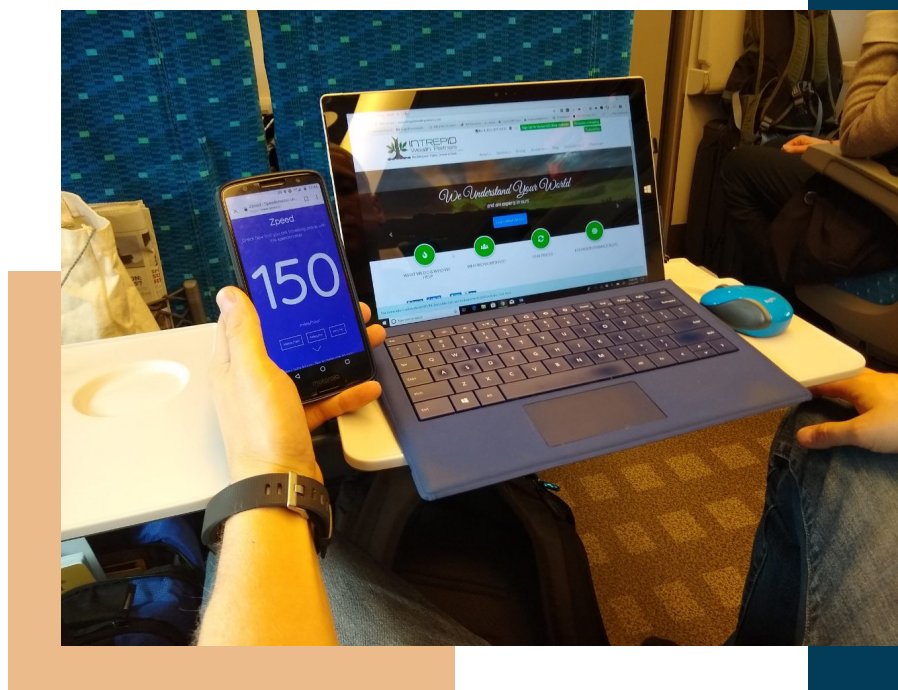
The challenge specifically with wealth management and financial advice is that the entrenched business model was not built for people who love to travel. It was built to serve a ZIP code, maybe even a few states if the advisor were ambitious.

The Virtual Model of advice is different. It provides clients with highly personal relationships, customized advice, more convenience, all without a moment's thought to the physical location of the client or advisor.

For example, since I kicked the brick & mortar model I have been able to grow my team, grow my reach, and improve the client (and advisor) experience all while being able to reduce my overhead by ~60% and exponentially Increase my Income.

My team and I are able to serve our specific clientele from anywhere in the world while providing them with an amazing experience, the customized solutions they require, and do it for less (we pass our savings on to our clients) than the brick & mortar advisor can. No more office to manage. No more in-house staff to manage. No more distractions, headaches, and expenses from running a brick & mortar office.

In other words, we are able to serve our clients at their and our convenience. We encourage our clients to continue living life today and tomorrow, to realize their hopes, dreams, and goals, while also planning for the future. Life Is more fun this way, for all of us.



# TECHNOLOGY AND TOOLS

Leverage tech to enhance the client-advisor experience.

For my practice we made a strategic decision and effort to enhance all aspects of what we do. We invested in an agile yet robust physical infrastructure to ensure we could meet from anywhere. Everything from the computer to the mic and webcam was thought out, tested, and improved upon to create the best experience possible for clients.

When used correctly, technology and a robust physical infrastructure of tools, can drive and enhance an amazing experience for clients & advisors regardless of their location.

## WE ALSO INVESTED IN AMAZING TECHNOLOGY LIKE

- Sales Force for our CRM
- eMoney for our Client Financial Dashboard and robust financial planning & analysis
- eFileCabinet for secure document storage
- FreeConferenceCall & Zoom for crisp virtual meetings
- A variety of apps, programs, and integrations so everything works together in concert

By combining a robust physical infrastructure with cutting-edge technology and strong digital marketing strategies we have been able to serve our clients without limitation.



# SERVICES WE PROVIDE

## What we do to enhance our client's financial & personal lives

Chances are you have already done some planning, most people have. However we have found that the most powerful and impactful thing you can do is first create your financial plan (travel itinerary) for your financial life that is directly tied to and driven by your hopes, dreams, and goals. The funny thing is most people don't actually have a plan.

To create a financial plan for our clients we use a "Results by Design" financial planning process. Focusing on specific results (travel, estate planning, tax planning, etc.) The design of your plan allows us to see in advance which solutions are best suited for your situation, helping you realize your goals.

- We learn about and help you crystallize your hopes, dreams & goals
- We analyze & test your current financial situation to see if it will meet future needs
- We test multiple ways you can manage your money to find the lowest cost, lowest risk ways of reaching your goals
- We agree on customized solutions based upon the results of our analysis
- We help you implement the solutions from your financial plan

We also work closely with your existing tax & legal counsel, working together as a team is a priority.

### **AFTER A PLAN HAS BEEN COMPLETED, WE ARE ABLE HELP YOU WITH THINGS LIKE:**

- Investment management
  - Retirement, Non-qualified, trust, and business accounts
- Tax savings strategies
- Retirement Planning
- Estate Planning
- A variety of Insurance (risk) solutions
- Etc.

All of the work we do can be done in real time allowing us to collaborate while looking at the exact same thing. Our pricing for our services is completely transparent and [can be found via this link](#).

---



# TYPES OF PEOPLE WE SPECIALIZE PARTNERING WITH

**The best professional, and even personal, relationships are founded on some core characteristics.**

The best professional, and even personal, relationships are founded on some core characteristics.

Trust is vital. When we don't trust a person or source of information there is a high likelihood we will never do business with them.

Trust is gained when people are able to connect on a human level.

Connecting on a human level happens when we share similar interests, passions, values, ideals, and experiences. If we don't connect on these levels then how are we supposed to trust each other with the very personal nature of our money and hopes, dreams, and goals?

In short, if we don't like each other we won't be able to do business together.

At Intrepid Wealth Partners we (I) are not looking for thousands of clients. In fact, we will only serve 50 high net worth client individuals/households with the following characteristics:

- Love travel, especially in luxury
- Married with children
- Love animals, especially dogs
- Adventurous
- Ambitious
- Humble
- Are business owners, founders, entrepreneurs, or C-Suite executives
- Have household incomes of \$500,000+ or expect to in the next 2-3 years
- Have household investible assets of \$3,000,000+ or expect to in the next 2-3 years
- Based In the USA

If everything you have read thus far resonates with you then I encourage you to read a little longer...

---

# 5 TIPS ON HOW TO CONNECT WITH THE IDEAL VIRTUAL ADVISOR

## What we do to enhance our client's financial & personal lives

Let's face it, there are lots of financial advisors or people calling themselves one out there and more and more say they are "virtual" and/or that they specialize working with "high net worth Individuals", but rarely can they back up these claims. Finding the right one for you can be quite the challenge.

Here are 5 tips to help connect & work with the ideal virtual advisor to best help you realize your hopes, dreams, and goals.

**1. SEARCH ONLINE.** Look for "virtual financial advisor", "virtual wealth management", and so on. See what comes up. Make a short list and then go to step 2.

**2. HOW INFORMATIVE IS THEIR WEBSITE?** If they don't have one that is a red flag. Does their website tell you who they are, what they do, who they specialize doing it for, and what their prices are? If not, why? Are they really "virtual" or are they just using it as a gimmick? Do they actually specialize working with the people they claim to work with? Are you able to get to start to know who the advisor is?

- a. Remember, we connect on a human level first, does the advisor and their website feel "human" or canned and all about them?
- b. You should get a sense pretty quickly if they are like you.
- c. Do they have a defined planning process or are they just trying to sell a product?
- d. Do they list references?

**3. RESEARCH THEM ONLINE.** Search for their name and firm, what comes up that is not on their website? Find 3rd party resources that highlight them. Do your research.

- a. Check out their social media profiles; are they active and creating content of value or are they non-existent? Do they appear professional or are they aggressive and rude on social media?

**4. CHECK OUT FEDERAL DATABASES TO FURTHER VET THEM.**

- a. The [SEC has an Investment Advisor Database](#), check it out.
- b. [FINRA has BrokerCheck](#), check it out.
- c. Do they claim to be a Certified Financial Planner (CFP), [check the CFP Board database](#)

**5. HOW DO YOU FEEL AFTER DOING ALL OF THIS RESEARCH?** (Gut check introduction) Do you feel the virtual advisor you found would be a good fit for you? If everything feels & looks good, then your next step should be to schedule an introductory virtual meeting with them. This meeting should be used to further vet the advisor. Get to know them, ask them questions, let them ask you questions, get acquainted. You will know within about 15-30 minutes if you like and jive with them. If you get this far then there is a high likelihood you will work well together. This is when you would start a more formal process with them, but only if everything else first lines up.

There you go! Follow this 5-step process and you not only will be able to find the right virtual advisor for you but will feel great about it!

---



# THANK YOU

Thank you for taking the time to read my take on the virtual transformation of wealth management and what you can do to embrace the future of financial advice which is now, today, and tomorrow. If you are looking for a cutting-edge virtual advisor then perhaps there is a chance we would work well together. First, please follow the 5 steps above, go ahead, stalk me, I give you permission! If you have a good gut feeling about me after doing your research, and you meet the client criteria listed above, please reach out so we can have an introductory chat. Who knows we may even meet in person on one of our adventures!

Warm Regards,  
Derek Notman, CFP®  
Founder and Virtual CFP® at [Intrepid Wealth Partners](#)



INTREPID



Wealth Partners

Derek Notman is registered as an Investment Adviser Representative, with Eagle Strategies LLC, a Registered Investment Adviser. Derek Notman is also a Registered Representative of NYLIFE Securities LLC, Member FINRA / SIPC, a licensed insurance agency, 999 Fourier Drive, Madison, WI 53717 (608) 827-2104. Intrepid Wealth Partners, LLC is not owned or operated by NYLIFE Securities LLC or its affiliates. Neither Eagle Strategies, LLC, its affiliates nor Intrepid Wealth Partners or its employees provide tax, legal, or accounting advice. Please consult your own tax, legal, or accounting