



LifePoint Planning

It's the mission/vision of LifePoint Planning to provide real financial planning, subject to a fiduciary standard, to every one of its clients using low-cost, globally diversified investment solutions and planning strategies. Clients of LifePoint Planning are coachable and desire more out of life. They don't settle and they think big.

My personal goal for the firm is to work closely with 80 households long-term on a flat fee basis. Our ideal client has \$1,000,000+ in investable assets or has the ability and drive to get there one day. Those are the types of clients we can help the most. The reason for capping the number of clients that the firm services is to make sure that each client gets the level of service that they deserve.

The reason for a flat fee model is the following:

The other firms: a client with \$3,000,000 paying 1% in fees equates to \$30,000 per year. When their assets grow to \$6,000,000, the fee grows to \$60,000 per year.

LifePoint Planning: The same client with \$3,000,000 pays a flat fee ranging from \$4,800-\$7,200 per year (depending on complexity). When their assets grow to \$6,000,000, the fee stays flat.

The difference in fee structure over time can be overwhelming. An investor starting with a \$1,000,000 account investing over 20 years will pay advisory fees to the tune of \$400,000 in this scenario. This compares with the \$96,000 this investor could have paid under a flat fee structure over that 20-year period. I truly believe that this is the best/most fair model for both the client and the advisor.

I will display a high level of attention to detail, make sure that all questions are answered in a correct way (even if that means getting answers from another specialist - attorney, CPA, etc.), and spend time with each client consistently, to make sure I know all of the relevant details specific to each person. I am a financial nerd, that spends most of my mental bandwidth thinking about each client and how to improve and optimize their plan.

Sincerely,

Doug Oosterhart, CFP® | Founder

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