



## FPA ANNUAL CONFERENCE 2025 TOPIC LIST

### 1. Practitioner

#### a. Financial Planning

- i. Psychology of financial planning
- ii. Human capital planning
- iii. Education planning
  1. Planning education, career choice, student debt vs employment reality
  2. Doing what we can to help clients through planning education (k-12) to getting out of debt (post-college and career choices)/student load debt management
  3. When to not go to college and what happens when a child declines to go
- iv. Financially healthy/wellbeing/sustainable lifestyles at all ages; gig economy
- v. Crisis management
- vi. Divorce planning
- vii. Cognitive decline – what are the steps and what to do ahead of time
- viii. Longevity annuities
- ix. Special needs planning
  1. Qualified Disability Trusts, housing, dependent care, ABLE accounts, tax credits, leveraging an HSA
- x. New developments with behavioral finance
- xi. Debt as a planning tool – how planning changes with mortgage rates at 6%+
- xii. Financial planning for low-income households, what financial planning interventions are most successful in providing long-term benefits

#### b. Insurance

- i. Annuities
  1. Pros and cons of no load versus commission-based insurance products
  2. Fee-based annuities, practical use of immediate annuities, tools to calculate NPV of pension options
  3. Fixed indexed vs variable vs fixed vs deferred annuities vs immediate; when to use and not to use each; various income riders

- ii. Today's best practices for life insurance in retirement and estate planning
  - 1. How to evaluate client's old/legacy policies
  - 2. Guidance with personal and commercial insurance. How do we have a conversation that brings value
- iii. Long-term care
  - 1. Today's LTC insurance products; costs; trends
  - 2. Guidance with personal and commercial insurance. How do we have a conversation that brings value
  - 3. Insuring at a younger age via hybrid
- c. Investments**
  - i. How to navigate the alternative investment landscape; cryptocurrencies
  - ii. How to deliver tax alpha
  - iii. Section 351 exchanges as a tax-efficient investment strategy
  - iv. New trends in investing by generations Alpha, Z and Millennials; the impact of social media
  - v. Interconnectedness of global financial and economic system; how to be prepared for the next shock
  - vi. Investment management
    - 1. Managing money versus third party
    - 2. Investment Policy Statement/creating IPS, and any underlying theory or legal consequences that we should be aware of when creating our own IPS
    - 3. Structuring portfolios (developing detailed ISP) and monitoring for relocation, rebalancing, and/or style drift
    - 4. Investment methods to increase adherence i.e. small caps vs bonds
    - 5. Portfolio optimization beyond Modern Portfolio Theory and the known limitations
    - 6. How to measure performance of investment management techniques
    - 7. Use of goal setting as a performance measurement in addition to rates of return
    - 8. Advanced portfolio optimization data analytics and visualization tools that allow forward looking modeling and risk metrics
    - 9. Technical/quantitative analysis that can help advisors protect client assets in market turndowns
    - 10. Fundamental vs technical analysis
  - vii. Impact of foreign exchange rates on investment

- viii. Intentional investing/impact investing ESG metrics and risk; how to talk to clients about SRI performance to dispel the myth of concessionary returns, based on the facts and market research
- ix. Equity compensation
  1. Cases in using NUA
  2. Individual client cases on stock options, RSUs, ESPP, etc
  3. ESPP vs 529 plan; is one better when saving for college or should it be a combination of both
  4. Stock option planning for technology professionals; early Exercise 83B, rules and tax implications; secondary exchanges; private market transactions

**d. Taxes**

- i. Potential tax changes under the new administration, including the extension of TCJA and its impact on state and local taxes, estate planning, and capital gains tax rates
- ii. Advanced giving strategies (DAF, trusts, etc.)
- iii. Charitable donations
- iv. Understanding ESOP in planning
- v. Research related to CFPs preparing taxes and blending this into their financial planning practice
- vi. Tax planning for divorce
- vii. How to serve clients with equity compensation complexity without solely relying on their tax preparer
- viii. Building a tax practice for planners, time management

**e. Retirement**

- i. Planning for retirement readiness
  1. Planning retirement spending
  2. Transitioning and finding purpose in retirement with retirement coaching/counseling
  3. Working in retirement
  4. Planning for successful aging
    - a. Life expectancy and genetics
    - b. Convergence of healthcare and financial planning
    - c. Helping clients age independently; senior living and home care options
  5. How younger generations are redefining retirement, the tendency to overestimate when it is possible
  6. Preparing for wealth transfer/inheritance and becoming the primary decision-maker
  7. What is a safe withdrawal rate in 2025
- ii. Managing retirement risks
  1. Approaches to manage longevity risk/running out of money
  2. Choosing Medicare, Medigap, Medicare Advantage

3. Silver/grey divorce
  4. Women and retirement (widowed, divorced, single)
  5. Long-term care tools and best practice strategies; planning for the financial side of dementia related diseases
  6. Elder law/Medicaid and asset planning
  7. Client at caregiver, family meetings
  8. Working with aging clients; diminished mental capacity of older clients
  9. Elder financial abuse, exploitation and fraud
  10. Advising clients who won't accept diminishing capacity while still lucid
- iii. Retirement income planning
    1. Claiming social security
    2. Advantages and disadvantages of retirement income approaches; how to extend the life of a portfolio
    3. Retirement income and tax withdrawal strategies
    4. Retirement investing and investments
    5. Reverse mortgage strategies for retirement income
    6. Legacy and end of life planning
- f. Estate Planning**
- i. Trust decanting
  - ii. Helping clients engage with philanthropy
  - iii. Family wealth-planning and passing on wealth with intention
  - iv. Demographics: later marriage, grey divorce and remarriage, later start to have children, the rise of unmarried individuals without children
  - v. Gifting as a strategy
  - vi. Incapacity and impact on estate planning (new tax law)
  - vii. Interconnectedness of retirement planning and estate planning; what is their "why" for estate planning interests, values, legacies
  - viii. Divorce planning
  - ix. Advance care planning
  - x. Modern trends in trusts
    1. SLATs
  - xi. The "perfect storm" for charitable trusts: high taxes, high asset values, aging population, fewer tax deductions
  - xii. Charitable planning
    1. How do clients have their wishes fulfilled in the best way, how do you make an impact, who do you give to, etc.
    2. What to do if your plan doesn't go to plan
    3. Advising young clients who lost both parents in close proximity
  - xiii. Charitable giving strategies

1. Estate planning for nontaxable estates
2. Legacy trusts (beneficiary-controlled trusts)
3. A survey of trusts (RLT, gen skip, CRTs, etc.)
- xiv. Walking through taxation from a CRUT/CRAT, how an irrevocable trust throws off tax (DNI) and effect on K-1
- xv. Charitable Planning, specifically the Grantor Charitable Lead Trust/serve your client's financial interests and serve the community
- xvi. Estate planning for complex cases in the new income tax era
- xvii. How do individual state trust laws compare? Does it really matter which trust jurisdiction our client's estate docs fall under
- xviii. Estate planning basics - we know wills and POAs are important, but does everyone have a check list of what will go through probate, a checking/savings account that doesn't have a TOD on it, etc.

## 2. Business

- a. **Leading a successful practice**
  - i. Leadership skills
  - ii. Emotional intelligence for self and/or staff
  - iii. Creating a culture for success
  - iv. Designing around firm values
  - v. Designing a high performing team
  - vi. Best practices in compensation/equity ownership
- b. **Business management**
  - i. Business models
    1. Alternative models that support sustainability of the business and alignment of founding the next generation of professionals
    2. Strategies that enhance the "independent" model and support CFP® principles
    3. Independent RIA business model options
    4. Building a niche practice
    5. How to leave an enterprise to start a solo firm
    6. Helping smaller RIAs create sustainable businesses
    7. Attracting advisors to grow a multi-advisor firm; comparing the RIA model vs RIA/BD model
  - ii. Succession planning
  - iii. How to successfully roll out a discount program you've already announced
  - iv. Interesting people doing interesting things instead of large RIAs and wire houses, i.e. solo female firm owners who are running 6-figure businesses and hiring virtual teams
  - v. Health and wellbeing, mindfulness, work-life balance

- vi. Growing demand for advice solutions and comprehensive financial planning for millennials
- vii. Human resources
- viii. Harassment training

**c. Technology**

- i. How AI can intersect with behavioral finance
- ii. Making informed decisions about financial and retirement planning software
- iii. Compliance and cybersecurity
- iv. Best use of automation technology; data aggregation
- v. Collaborative and synergistic processes to better plan and work efficiently
- vi. Panel discussion on financial planning software, best practices, how technology can change your value proposition
- vii. How can AI help planners and advisors with efficiency and effectiveness

**d. Business challenges**

- i. Technology and staying proficient
- ii. Regulation/compliance
- iii. State fiduciary regulations instead of Federal standards
- iv. Regulatory clarity that would also help avoid black marks (SEC, FINRA, States, etc.)
- v. Business technology integration and regulatory implications
- vi. Cybersecurity in the age of biometrics

**e. Client communication**

- i. Best practices for client communication
  - 1. Best initial client relationship interview practices
  - 2. Use of technology to keep clients informed
  - 3. Effective coaching practices
  - 4. How to present my services so clients understand; demonstrates value
  - 5. EQ during times of market and political change
- ii. Facilitating family meetings on legacy
- iii. Helping families in crisis
  - 1. Special needs
  - 2. Addiction and mental health issues
  - 3. Families facing terminal illness
  - 4. Grieving spouses

**f. Marketing**

- i. Sales training and techniques
  - 1. Closing the deal, how to show and articulate the value of financial planning and attracting clients

- ii. How to create a personal brand

### 3. Profession

#### a. Passing the torch and attracting new planners

- i. Leadership institute
- ii. Empowering people and communities
  1. The business case for diversity in the workplace
  2. Leading through inclusivity
  3. Strengths of diversity when leading teams
  4. Removing barrier to entry and becoming more emotionally intelligent
  5. LGBTQ and diversity planning
  6. Moving the conversation from diversity to inclusion
  7. How to promote financial planning in early education and economically disadvantaged populations
- iii. Developing new talent: the challenges that arise in lifestyle practices and large RIAs buying practices at a premium; there are few paths to ownership for incoming planners
- iv. Advocating and funding education and building a path to the world of financial services for students and career changers
- v. Attracting "Career Changers" into financial planning profession
- vi. Mentoring/apprenticeships/ transfer of knowledge from G1 > G2 > G3/inter-generational communication
- vii. Career paths for future planners

#### b. Future of the profession

- i. Building awareness of other business structures and succession models that will improve outcomes for the profession
- ii. Talk about "financial success" as opposed to retirement planning, education funding, etc. Financial success is a lifetime journey with some stops along the way
- iii. From public feedback the NAOI has found that the successful financial planners of the future will offer 5 things that the public needs: 1. Basic investing education, 2. Investment advice, 3. Portfolio management, 4. Financial Planning, 5. Solutions Provider; pulling together a team of specialists to meet investor needs along the lines of a general contractor
- iv. The experience economy and developing client experience as a deliverable