

Manager Wanted!

By Michael J. Searcy



RESPONSIBILITIES INCLUDE THE management of the following areas of operation:

- + Manages financial operations, including creation, implementation and results facilitation of all functions to maximize efficiencies and maintain budget controls
- + Possesses oral and written communication skills to drive communication and understanding among all parties
- + Oversees the flow of projects and gains input and guidance from physician when necessary
- + Ensures quality assurance and control

Not so fast. Although you may find yourself wanting to copy this job description to help your office find an outstanding practice manager, this job description isn't for that position. This is the job description for a personal financial "practice manager," or financial advisor.

Can you image what life would be like if you had a practice manager for your personal finances? Someone who works through the details because you have enabled him or her to make the decisions and keep you on track? Similar to the steps a practice manager takes to oversee an office, there are steps to be

taken in regard to your personal finances to ensure tasks are being accomplished, projects are being overseen, and you are on track to achieve your dreams and goals. You may not have the time or expertise to actively plan for all the financial aspects of your life, so working with an expert can allow you to delegate the management and make sure you stay focused on your financial plans.

Choosing a financial advisor is as important as choosing a practice manager for your medical office. The qualities you desire in a practice manager are similar to those you would demand from a financial advisor. In addition to keeping you on track, they must be educated, experienced and professional and operate under the highest levels of ethics and integrity. Some of the duties of a financial advisor include:

- + Helping you define a vision for your life and setting realistic goals for your future
- + Taking inventory of your current financial situation and helping you navigate through barriers and toward opportunities
- + Developing an integrated wealth management plan keeping your big picture in mind
- + Keeping your plan on track and monitoring its progress

- + Navigating you through the changing stages of life and adjusting your plan accordingly

Managing your finances can be as comprehensive as running a business, but often garners less attention because you don't always notice the important decisions that need to be made when they aren't staring you in the face. When you give someone the responsibility to take care of the operations (whether it's your office manager keeping the office running or your advisor keeping your finances on track), they should perform their duties without supervision. If your office manager wasn't doing what you hired him or her to do, wouldn't you find a new manager? Yes! Ask yourself, "Is my financial advisor doing what I hired them to do?" If you still find yourself having to manage the headaches of keeping your finances on track, is it time to find a new advisor?

Michael J. Searcy is President of Searcy Financial Services, Inc., a registered investment advisory firm in Overland Park, KS, offering integrated wealth management to physicians. Mr. Searcy has been listed by Medical Economics as one of the "Top 150 Financial Advisors for Doctors." For additional information, visit www.SearcyFinancial.com or follow on twitter @SearcyFinancial. ■