

Topic

How Do We Help Clients On the Melting Ice Pack!

The Melting Ice Pack!

Every winter, I observe the ice pack beginning to melt. Initially, it appears solid, stable, and safe. However, the shoreline is visible in the distance, signaling that the season is changing.

This phenomenon parallels many financial situations. Clients often recognize the need to act—diversifying, updating estate plans, initiating succession planning, reducing concentration risk, having difficult family discussions, or improving cash flow. They can see the shore ahead, yet the ice still feels thick enough, leading them to hesitate.

This hesitation isn't due to a lack of understanding or intelligence; rather, acting can create discomfort, making waiting seem easier. However, this approach can have consequences.

Here's the reality:

- When the ice is firm, you have options.
- When it begins to break, urgency sets in.
- When it fractures, consequences arise.

The best financial decisions are rarely made in a crisis; they are made when there is still room to choose a path.

For clients: If you recognize the need to move toward shore, begin while you still have multiple routes available.

For advisors: Our role extends beyond providing information; it involves assisting clients in taking action while the ice still supports them. Once it starts breaking, it shifts from strategy to rescue.