

## Scott Brooks Video Transcripts

### VIDEO 35: 5:38

SCOTT: All right. So, here we are. We find ourselves at end of our second meeting. We said we were going to come to the one of three conclusions. What would you guys like to do?

ROY: I think we like what we see, but we don't make instantaneous decisions, so, I mean, I think you said a week. Would you give us a week to just discuss it and we'll set an appointment for that?

SCOTT: So, you'd like to do a third meeting?

ROY: Yeah.

PATTY: That would be great.

SCOTT: That would be fine. That's why we put it there. Perfectly reasonable. All right, very good. Let's go ahead and we'll schedule your third meeting before we leave, okay? Put that together. Now, in the meantime, what I want you do as you're thinking about this, I want you to remember, because all these thing are in there, I want you to remember that blue line versus that red line. I want you to remember over the next week, this is what you have. This is

the problem that we have to solve, okay? All right, very good. Now, contained in this book right here is everything we talked about here today. Take this home with you, look it over, all right? In the back of book I have this thing called a form ADD. That probably means nothing to, you but a form ADD is what the government requires that I give you. It's kind of like a prospectus on my company, and what not, all right?

ROY: Oh, yeah.

SCOTT: So, you'll find that in the back. It talks about our company and what it does is it lists out all fees, costs and expenses in there, all right?

PATTY: Oh, okay.

SCOTT: But you guys don't need to worry, because a bunch of fees, costs, and expenses in there. There's only one fee, cost, and expense that you guys have to be concerned about, okay? And that fee, cost, and is expense is very, very simple. That is 1.25 percent. That's what I charge to manage your portfolio for you, okay? 1.25 percent. And if you know anything about the fees, that is very reasonable. That's right at the average range of what expenses are to manage portfolios for you, okay? So, when see other expenses in there, they don't pertain to you at all.

ROY & PATTY: Okay.

SCOTT: That's the only one you need to be concerned about, all right?

PATTY: Okay.

ROY: And everything I've shown you here today is net of all fees, costs, and expenses, including the money manager expenses, all right, guys? any questions before we wrap up?

ROY & PATTY: No.

SCOTT: All right, guys. Well, here you go. Before I wrap up, sometimes people ask me if they can have referrals or references. Would you guys like some references?

ROY: Yeah. That would be good. I think so.

SCOTT: Okay, very good. Let's do that real quick, all right? Let me write this down here. Now, what I'm going to do really quickly here is I'm going to give you what I call my reference talk, all right? And the reason I give you my reference talk is because someday down the road after you've been clients for while, you may agree to be a reference, okay? And you'll know that I'm telling people exactly what I'm telling you right now, so if somebody calls you, you'll know what to

expect, okay? So, I have some rules with references. The first rule is I don't give out clients' information for confidentiality. So, I reach out to clients and ask them to call you, okay? So, what phone number would you like them to call? Home number?

ROY: (314)952-2993.

SCOTT: 2993. All right. And, is that your home?

ROY: Cell phone.

SCOTT: That's your cell. Roy's cell? All right. Is there a time that's better for them to call? Like, you're working during the day. Do you prefer during the evening, or what would you like them to call?

ROY: I think after six, yeah. Any time after six.

SCOTT: After six, but after six, like, before nine?

ROY & PATTY: Before nine, yeah.

SCOTT: So, six to nine? Okay, very good, very good. I'll reach out to people and ask them to call. So, here's some rules when people call you. Remember, I'm calling up clients and I'm asking them to volunteer to call you, okay? So what kind of questions can you ask them? What can't you ask them? You can't ask them

things like how much money do you have, how much income do you have, what's your health like? You can't ask them personal questions about their stuff, okay? But what you really want to ask them is questions about me and our company. Do we do what we say we're going to do? Have we gotten them good results? Are they happy with what we've done? Does my staff take good care of them if I'm not available? Am I accessible? Does Scott treat me right? That's the kind of things you ultimately want to know, okay? But don't ask personal questions and I know that sounds "Captain Obvious" when I say that or mention that to you, but I got to tell you. At least once or twice a year I get a phone call from a client who said "Hey, this guy was asking me questions about how much money I got," and stuff like that. You know, and you just can't ask those questions, okay? And I know it's simple, but I say that anyway.

ROY: Sure.

SCOTT: The other question that you got to remember, when you talk to these people is they're just clients. They're regular people like you. They're not experts on this stuff here. They can only speak to their experiences, okay? They can't tell you about any products or services. They're not experts on it, they'll just tell you about their experience. So, make sure you focus on that with them, okay?

And, you know, the other thing is just, I know this is stupid to say, but just be nice. They're nice people that are volunteering to call you because ultimately you want to know, do we do good and do we treat you right, okay? Sound fair enough, guys? Well, let's do this guys, here's your book. Take that with you and we'll schedule your next meeting. And remember, we're still under our commitments. So, keep your appointments, all right? Keep your appointments. This is important; I say this to everybody before they leave here. If in the next week for some reason you decide you don't think there's a fit, you know what you should do? Keep your appointment, and here's why. When people keep their appointment, about half the time that they keep their appointment, they come and they say we're not interested, we talk about it, and about half the time it turns out there was a misunderstanding about something and we clear it up and people are like, oh, that changes everything! They see things positively then. And, about half the time, people, just there's not a fit. Just keep your appointment, that's all I ask. Fair enough? Just keep your appointments, like you've done.

ROY: Okay.

SCOTT: Okay, guys. Let's check the calendar and we'll schedule your next meeting.

PATTY: Thank you.