

Says

I don't want to

have someone

finances

compelety

else manage my

What have we heard them say? What can we imagine them saying?

I want to bounce ideas

off of my advisor,ask

challenging question

think about the latest

condition in the market

It includes

like

both fixed and

variable cost

capital,labor

and see what they

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

Thinks some financial advisors have questionable motivations

> Thinks that she is smarter than the average investor

Thinks often about the world of finance and investing

Feels joy from

watching the

market as an

and wants to

everyday hobby

keep it that way

ESTIMATION OF BUSINESS **EXPENSES**

ARCHANA G

Conduct her own market research and wants to discuss her findings with her advisor

Cost estimation gives clients value added option and helps clients minise expenses

Text with her Statebank financial advisor or talk to them on the phone

Estimation Benefits you and your client by helping in better planning for all the construction costs of doing business.

It's not effective for controlling many types of overhead costs

Does

What behavior have we observed? What can we imagine them doing?





