eMoney

TAX ALPHA

30-Day Tax Alpha Client Engagement Plan

Tax alpha is the value created through proactive, coordinated tax decisions over time.

This framework outlines a structured four-week tax alpha planning process you can use to identify, model, engage, and implement tax strategies for clients.

This framework emphasizes practical steps to uncover opportunities within existing client portfolios and translates them into actionable plans.

WEEK 1
Identify Opportunities

OBJECTIVE: Surface opportunities for the client.

Most tax alpha opportunities don't require new clients or innovative strategies; they're already in your book of business. Start with a small manageable group of clients (10-20 is best):

In eMoney use the **Assets** report to search for common planning triggers:

- Clients near retirement or newly retired
- High earners whose income fluctuates year-to-year
- Households with taxable, tax-deferred, and tax-free assets
- Upcoming RMDs, liquidity events, or major life changes

In eMoney use **Analytics** and filter for:

- Top clients by net worth
- Top clients by salary
- Clients by state

WEEK 2
Model Scenarios

OBJECTIVE: Model and assess how each strategy could affect the client's plan over time.

Compare current-path assumptions against tax-aware alternatives so clients can see how today's decisions may affect taxes, cash flow, and long-term outcomes.

Build simple, side-by-side scenarios:

- Current path versus tax-aware alternatives
- Now versus later decisions

Look beyond this year's tax bill in the eMoney **Decision Center**:

- Lifetime Portfolio Value
- Total Taxes
- Cash Flow
- Monte Carlo Longevity Risk
- Income Tax
- Estate Planning Compare Distributions
- Assets by Tax Type
- Plan Comparison → Metrics

Keep it visual and intuitive—clients don't need the calculation—just the story the numbers tell.

WEEK 3
Engage with Clients

OBJECTIVE: Communicate your findings to the client.

This is when tax alpha becomes real for clients, not as a spreadsheet, but as a planning conversation:

- Schedule focused check-ins (even short meetings are effective)
- Frame tax planning as:
  - Proactive
  - Ongoing
- Lead with insight, not mechanics
  - *"We found an opportunity to be more intentional about taxes over time."*
- Use visuals to guide the discussion
- Coordinate with other professionals
  - *"Your partners needs to share reports to eMoney Vault."*

WEEK 4
Implement and Revisit

OBJECTIVE: Implement client decisions and continue to revisit.

The fourth week is all about follow-through by paying close attention to what was decided, what still needs action, and where client circumstances may shift next:

- Prioritize next steps by timing and impact
- Put agreed-upon strategies into motion
- Roth conversions
- Withdrawal adjustments
- Account alignment
- Charitable giving
- Document the "why" not just the "what"
- Set expectations for when you revisit and refine the plan

In eMoney, use **Tasks** and **Next Steps** to hold everyone accountable, and build:

- Presentation View Template
- Multi-View Template
- Client Portal Template

Key Takeaway:

Apply this framework beyond tax alpha:

1 If this process feels practical, that's by design. It's useful for more than just tax planning, it's a repeatable process for turning planning strategies into client action.

2 You can apply the same four-step approach to virtually any planning strategy you want to implement more consistently across your client base.

Identify Opportunities → Model Scenarios → Engage Clients → Implement and Revisit

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For more on delivering coordinated tax planning to clients, visit us at emoneyadvisor.com/blog/