

# MODERN CAPITAL CONCEPTS, INC.

## WORK FOR US



**WHAT WE DO AND HOW  
WE ARE DIFFERENT**

# MANIFESTO

*A benefit corporation is a mission-driven for-profit corporation that seeks to make a long-term positive impact on society. Our annual benefit report can be downloaded from [www.moderncapitalconcepts.com](http://www.moderncapitalconcepts.com).*

Modern Capital Concepts, Inc. is one of the first financial services firms in Illinois operating as a benefit corporation. In addition to maximizing profits for shareholders we seek to fulfill our mission for the benefit of the communities in which we operate.

Our mission is to empower working families, professionals, retirees and small business owners to establish positive financial behaviors, grow their wealth and achieve their life goals through an interdisciplinary approach combining financial education and personalized counseling.

We are committed to our community by sponsoring financial clinics to low-income residents and donating a portion of profits to community organizations.

# VISION

Our vision is to create a profitable and replicable service model of delivering high quality financial planning to middle class households.

Traditionally, financial services are product driven. Products designed to maximize profits are pushed to consumers. However, what middle class households need are solutions to life problems. In order to be impactful, these solutions should encompass personalized advice when people need it, straight-talk communication in a jargon-free manner, ongoing investment education and long-term goal setting delivered through online and face-to-face channels.

In order to engage more middle-class households through hourly and asset-based fee-based models, lower price points need to be available. Profitability can be preserved through lowering overhead costs, leveraging technology and minimizing travel.

# BUSINESS VALUES

## ENVIRONMENT

Everyone can contribute towards protecting natural resources by reducing waste, energy consumption and vehicle emissions. Treating resources as scarce is the foundation for good financial habits.

## EMPOWERMENT

Middle-class households need career strategies and negotiation skills to grow their earnings so they can save and achieve goals such as buying a house or financial independence in retirement. Empowered individuals believe they have control over financial outcomes and are more likely to save.

## EDUCATION

In order for financial education to be effective, it needs to be specific and relevant to that person's goals and that person needs to be held accountable.

# CERTIFIED FINANCIAL PLANNER APPRENTICE

- Assist in the creation of comprehensive financial plans for emerging wealthy, mass affluent and high net worth clients.
- Provide research assistance on investment portfolios and financial planning topics.
  - Must be interested in becoming a subject matter expert in retirement planning, sustainable ESG investing, behavioral aspects of financial planning or tax planning.
- Conduct seminars on a variety of financial planning topics in diverse communities in a live or webinar format and assist in writing original material.
- Provide event support when needed.
- This is not a sales position. No cold calling or high-pressure sales tactics are used by this firm.
- Diverse and re-entry candidates encouraged to apply.

# EXAMPLE MARKETING PROJECT

- Problem: 50% of Americans do not have any retirement savings. What are **new** ways we can deliver high quality, objective financial planning and or advisory services to underserved groups? For example:
  - Women
  - Young professionals
  - Minorities
- Project: Financial planning intern will engage in a research study lasting 4 weeks. Activities include
  - Assessing market size and opportunity
  - Conducting needs analyses of target segments and microsegments
  - Working with business owner to define product, price and delivery method
  - Running experiments with prospective clients under business owner supervision.

# EXAMPLE PORTFOLIO PROJECT

- Create an investment thesis based on an ESG (Environmental, Social, Governance) theme. Document your process. Examples of themes:
  - Gender lens
  - Climate change
  - Labor practices
- Allocation
  - What allocation across asset classes is suitable for a growth objective?
  - If equity only - What allocation across sectors is suitable for a growth objective?
- How would you test your thesis?



# INTERN AND FINANCIAL PLANNER REQUIREMENTS

	EDUCATION AND CERTIFICATIONS	EXPERIENCE	VALUES	SKILLS
Must Have	<p>Minimum 3.25 GPA</p> <p>High achievement in academic career and commitment to ongoing learning</p>	<p>2 years client service, social work, sales or a position where they had to present ideas and be persuasive. Intern applicants can provide examples of leadership.</p>	<p>Achievement</p> <p>Social justice</p>	<p>Intelligence</p> <p>Self-motivated</p> <p>Conscientiousness</p> <p>Planner</p> <p>Financial modeling, Excel</p> <p>Selling discipline</p> <p>Plain spoken</p> <p>Able to give examples of overcoming adversity</p>
Good to Have	<p>Passed the Certified Financial Planner exam, Chartered Financial Analyst</p>	<p>Ability to train other staff</p> <p>Lead teams</p>	<p>Continuous learning</p>	<p>Writing</p> <p>Public speaking</p>
Nice to Have	<p>Certified Divorce Financial Analyst (CDFA), Certified Investment Management Analyst (CIMA), Chartered Public Accountant (CPA)</p>	<p>Nationally recognized company in the financial services sector</p>	<p>Setting and achieving stretch goals</p>	<p>Active listening: Good at 'reading' people</p>
Life experience	<p>What social circles are they able to influence?</p>	<p>What have they learned from their life experiences?</p>	<p>Curiosity about the world</p>	<p>Empathy and self-reflection</p>
Work style	<p>Dedication to client service and high level of organization</p>	<p>Call center, sales, hospitality, communications</p>	<p>Treat everyone like a rock star</p>	<p>Desire for people to like them.</p>

# INTERNSHIP, ENTRY & RE-ENTRY

These are example job descriptions and compensation models. Actual position description and compensation model will depend on new hire's talent, interests and potential.

## FINANCIAL PLANNING INTERN

<b>OBJECTIVE</b>	<b>Increase market share of primary segments: Young Professionals through financial counseling, deliver services to marginalized populations</b>
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Client service: gathering psychographic data on target segments, coaching young professional prospects and clients.</li> <li>Identifying sales opportunities with existing clients</li> <li>Marketing and selling activities: building awareness of MCC brand and offering</li> <li>Organizing and delivering seminars to marginalized populations</li> </ul>
<b>TOOLS</b>	<ul style="list-style-type: none"> <li>Financial planning: eMoney</li> <li>Firm's Social media: Facebook, LinkedIn Twitter</li> </ul>
<b>TRAINING</b>	<ul style="list-style-type: none"> <li>Financial planner apprenticeship</li> <li>Sales training: prospecting and managing a pipeline</li> <li>Public speaking</li> <li>Entrepreneurship</li> </ul>
<b>EVALUATED ON</b>	<ul style="list-style-type: none"> <li>Client feedback and social impact</li> <li>Personal development goals: blocking out time each day or week to reflect and record what has worked and what needs to change</li> <li>Obtaining continuing education goals</li> </ul>

## CERTIFIED FINANCIAL PLANNER™

<b>OBJECTIVE</b>	<b>Increase market share of primary segments: Young Professionals through financial counseling</b>
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Client service: gathering psychographic data on target segments, coaching young professional clients to achieve their life goals through specific advice when they need it in the format that is most effective.</li> <li>Identifying sales opportunities with existing clients</li> <li>Marketing and selling activities: building awareness of MCC brand and offering, uncovering needs, developing relationships with prospective clients and partners, demonstrating expertise, closing and on-boarding</li> <li>Personal brand: Connecting with target segments requires a personal style in communication and appearance that makes them comfortable and more likely to trust.</li> </ul>
<b>TOOLS</b>	<ul style="list-style-type: none"> <li>Financial planning: eMoney</li> <li>Firm's Social media: Facebook, LinkedIn Twitter</li> </ul>
<b>TRAINING</b>	<ul style="list-style-type: none"> <li>Financial planner apprenticeship</li> <li>Sales training: prospecting and managing a pipeline</li> <li>Entrepreneurship</li> </ul>
<b>EVALUATED ON</b>	<ul style="list-style-type: none"> <li>Client feedback and social impact</li> <li>Revenue goals, number of clients, sales pipeline</li> <li>Personal development goals: blocking out time each day or week to reflect and record what has worked and what needs to change</li> <li>Obtaining continuing education goals</li> </ul>

# BENEFITS

Benefits can change annually or change due to exogenous events.

FULL-TIME COMPENSATION	<ul style="list-style-type: none"><li>• \$60,000 base salary for recent graduates and re-entry hires who have passed the CERTIFIED FINANCIAL PLANNER™ exam</li><li>• Performance based bonus based on company profits and goal attainment</li></ul>
HEALTH INSURANCE	Medical, dental, vision paid for by company
401(K)	Discretionary match up to 100%
EDUCATION STIPEND	\$1,000 annually
PAID TIME OFF	Four weeks total vacation, sick and personal days

# HOW TO APPLY

- Submit resume with Certified Financial Planner™ exam results to [khloe@moderncapitalconcepts.com](mailto:khloe@moderncapitalconcepts.com)
- Describe in 500 words or less a personal financial planning problem that you solved for a client or obstacle you or your family overcame.
- Be ready to describe your goals and plan to get there.