**DELEGATION ORDER**

# Retrainee - Job Creation
# Training Proposal for:
# Smart Investor

## Small Business

## ET16-0265

**Approval Date:** November 2, 2015

**ETP Regional Office:** Sacramento **Analyst:** L. Fraizer

**CONTRACTOR**

- Type of Industry: Financial Services

  Priority Industry: ☐ Yes ☒ No

- Number of Full-Time Employees

  California: 7

  Worldwide: 7

  Number to be trained: 9

  Owner ☒ Yes ☐ No

- Out-of-State Competition: Competitors Outside CA
- Special Employment Training (SET): ☐ Yes ☒ No
- High Unemployment Area (HUA): ☐ Yes ☒ No
- Turnover Rate: 0%
- Repeat Contractor: ☐ Yes ☒ No

**FUNDING**

- Requested Amount: $11,880
- In-Kind Contribution: $15,000

## TRAINING PLAN TABLE

| Job No. | Job Description | Type of Training | Estimated No. of Trainees | Range of Hours | | Average Cost per Trainee | Post-Retention Wage |
|---|---|---|---|---|---|---|---|
| | | | | Class / Lab | CBT | | |
| 1 | Retrainee<br>SB <100 | Business Skills, Commercial Skills, Computer Skills, Continuous Impr | 7 | 8-60 | 0-2 | $1,320 | $15.07 |
| | | | | Weighted Avg: 60 | | | |
| 2 | Job Creation Initiative<br>SB<100 | Business Skills, Commercial Skills, Computer Skills, Continuous Impr | 2 | 8-60 | 0-2 | $1,320 | $15.00 |
| | | | | Weighted Avg: 60 | | | |

- Reimbursement Rate: Job #'s 1 and 2: $22 SB Non-Priority
- County(ies): Placer
- Occupations to be Trained: Administrative Staff, Associate Financial Advisor, Lead Financial Advisor, Owner
- Union Representation: ☐ Yes ☒ No
- Health Benefits: Job #1 only: $0.07 per hour

## SUBCONTRACTORS

- Development Services: Sierra Consulting Services in Cameron Park assisted with the development of this project for a flat fee of $1,000.
- Administrative Services: Sierra Consulting Services will also provide administrative services for a fee not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

## OVERVIEW

Smart Investor (www.smart-investor.cc) was founded in 1992 under the name Allan Henriques Professional and Legal Services and began doing business under its current name in 2001. The Company provides financial services and wealth management to business owners and high net worth individuals.

Smart Investor is one of only five companies in California certified by the Center for Fiduciary Excellence (CEFEX). CEFEX is an independent organization that certifies investment advisory firms that adhere to prudent practices for investment advisors. This certification assures clientele that Smart Investor has a legal responsibility (fiduciary duty) to act in their best interest. The Company has also become a registered investment management company under the Employee Retirement Income Security Act, which allows the Company to manage corporate employee retirement accounts as a fiduciary.

**Need for Training**

Smart Investor's CEFEX certification gives the Company a competitive advantage, and separates them from other advisors. To maintain this fiduciary status, Smart Investor must stay current with their certification, which creates an ongoing need for training.

The Company has invested in eMoney and Junxure Financial Advisor Software to help manage investment decisions, maintain standards of professional practice and provide comprehensive and continuous compliance with CEFEX. Training on this software is also needed.

**Retrainee - Job Creation**

In support of job creation, the Panel is offering incentives to companies that commit to hiring new employees. Under the Retrainee-Job Creation program, training for newly-hired employees will be reimbursed at a higher rate and trainees will be subject to a lower post-retention wage.

Smart Investor recently expanded their business capacity by expanding its market. The Company has become a wholesale investment advisor for employers who sponsor retirement plans. The Company also expanded its services to provide to large business accounts. Smart Investor has committed to hiring 2 new employees (Job Number 2). The date-of-hire for all trainees in the Job Creation program will be within the three-month period before contract approval or within the term-of-contract. Trainees will be hired into "net new jobs" as a condition of contract.

**Training Plan**

Smart Investor will require training to create a more efficient and informed staff by expanding knowledge on socially responsible investment strategies. Training will focus on best practices for wealth management and business retirement accounts. The Company will provide Class/Lab, Videoconferencing, and E-Learning training and CBT in the following:

**Business Skills**: Training will be offered to the Owner, Lead Financial Advisors and Associate Financial Advisors to improve efficiency in the workplace, customer service, sales, and marketing. Training topics will include Time Management, Project Management and Investment Economics.

**Commercial Skills**: Training will be offered to the Owner, Lead Financial Advisors and Associate Financial Advisors to improve productivity and provide an in depth understanding of how to serve complex clients. Training topics will include Retirement Accounts, Financial Planning, and Wealth Management.

**Computer Skills**: Training will be offered to all occupations to facilitate the utilization of technology in all job functions. Training topics will include Intermediate and Advanced Microsoft Office, eMoney Software and Junxure Software.

**Continuous Improvement**: Training will be offered to all occupations to improve decision making skills, process validations, enhanced teamwork and quality assurance. Training topics will include Successful Team Building, Analyzing and Interpreting Data and Organizational Business Processes.

## RECOMMENDATION

Staff recommends approval of this proposal.

# Exhibit B: Menu Curriculum

**Class/Lab, E-Learning, and Videoconference Hours**
8-60

Trainees may receive any of the following:

**BUSINESS SKILLS**
- ❖ Advanced Sales and Marketing Skills
- ❖ Investment Economics
- ❖ Time Management
- ❖ Project Management

**COMMERCIAL SKILLS**
- ❖ Profit Sharing Plans
- ❖ Retirement Accounts
- ❖ Financial Planning
- ❖ Wealth Management

**COMPUTER SKILLS**
- ❖ eMoney Software
- ❖ Junxure (Financial Advisor CRM)
- ❖ Intermediate and Advanced Microsoft Office

**CONTINUOUS IMPROVEMENT**
- ❖ Problem Solving and Decision Making Skills
- ❖ Organizational Business Processes
- ❖ Analyzing and Interpreting Data
- ❖ Successful Team Building
- ❖ Process and Quality Improvement

**CBT Hours**
0-2

**COMPUTER SKILLS**
- ❖ All Things Vault-eMoney Review (40 min)
- ❖ Superb-Client Management (40 min)

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. CBT is capped at 50% of total training hours, per-trainee.