

Smith conquers the world with the small businesses at his side

By John Bick
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Randy Smith of Smith Frank & Partners was in the insurance business for 24 years after graduating from Dallas Baptist University. He saw a need for services that customers wanted and eventually moved over to financial services.

"Implementation not just information," Smith said. And how important would that be to so many of us? Instead of just planning your strategy for retirement, but to actually follow through and implement the steps it takes to exit the business world on your terms.

Now high-level executives and professionals have someone they can go to that can provide an array of services under one roof. "We can prioritize our recommendations and our clients can feel confident that we can fulfill expectations," Smith said.

One of the things that the crew at Smith Frank does to set themselves apart is to build an interactive model. They can show you based on your decisions now, what effect that will have down the road. If you want to see the most comprehensive financial modeling system, this is it. Even the Certified Financial Planners at Smith Frank take a year to fully understand the complexities behind the model.

So what this modeling does for you is put the numbers into pictures. Nobody wants to sit down with their financial planner and think if I invest X dollars in ABC Corp, then in 12 years I will make Y percent based on... Buhler? The pictures are the reason that we strive to make our businesses better every day. The pictures are what you want at the end of your career. The pictures are the dream of retirement at the lake house and being comfortable with the choices you made with Smith Frank & Partners.

The other aspect of the interactive model is that it creates drama. You can see right before your eyes if your decisions are going to make you financially independent or if you are going to go broke. This makes the process "accurate, fun and fast," according to Smith. The program creates an infinite amount of scenarios and uses the customer's input for research and development. Through this process, the client can experience the future today and really feel like they are a part of the solution and can even make a client think about the decisions they are making along the way.

Recognition

Now that you have a handle on the Smith Frank concept, I want to tell you about one of the ways that Smith gives back and one of the greatest reasons we should be thankful that we have Randy Smith right here in our community. He believes in recognizing the business owners. "Small and

medium sized businesses create jobs, they work hard and they deserve the recognition," Smith said.

Smith Frank & Partners sponsor two of the awards programs in the area that do just that, Entrepreneur of the Year and the Celebration of Enterprise.

Smith first became involved with the Entrepreneur of the Year awards as a cocktail party sponsor. They continued the same level of sponsorship for the next year, and then moved up to the silver sponsor level. Smith saw the benefits of recognizing the accomplishments of these great companies and has been a platinum sponsor for the past four years.

Smith Frank & Partners has been a platinum sponsor of the Celebration of Enterprise awards for five years and Smith has been key in increasing awareness of the awards to companies in the area.

"A lot of the time companies don't understand that most of the time, the only cost to them is time," said Smith.

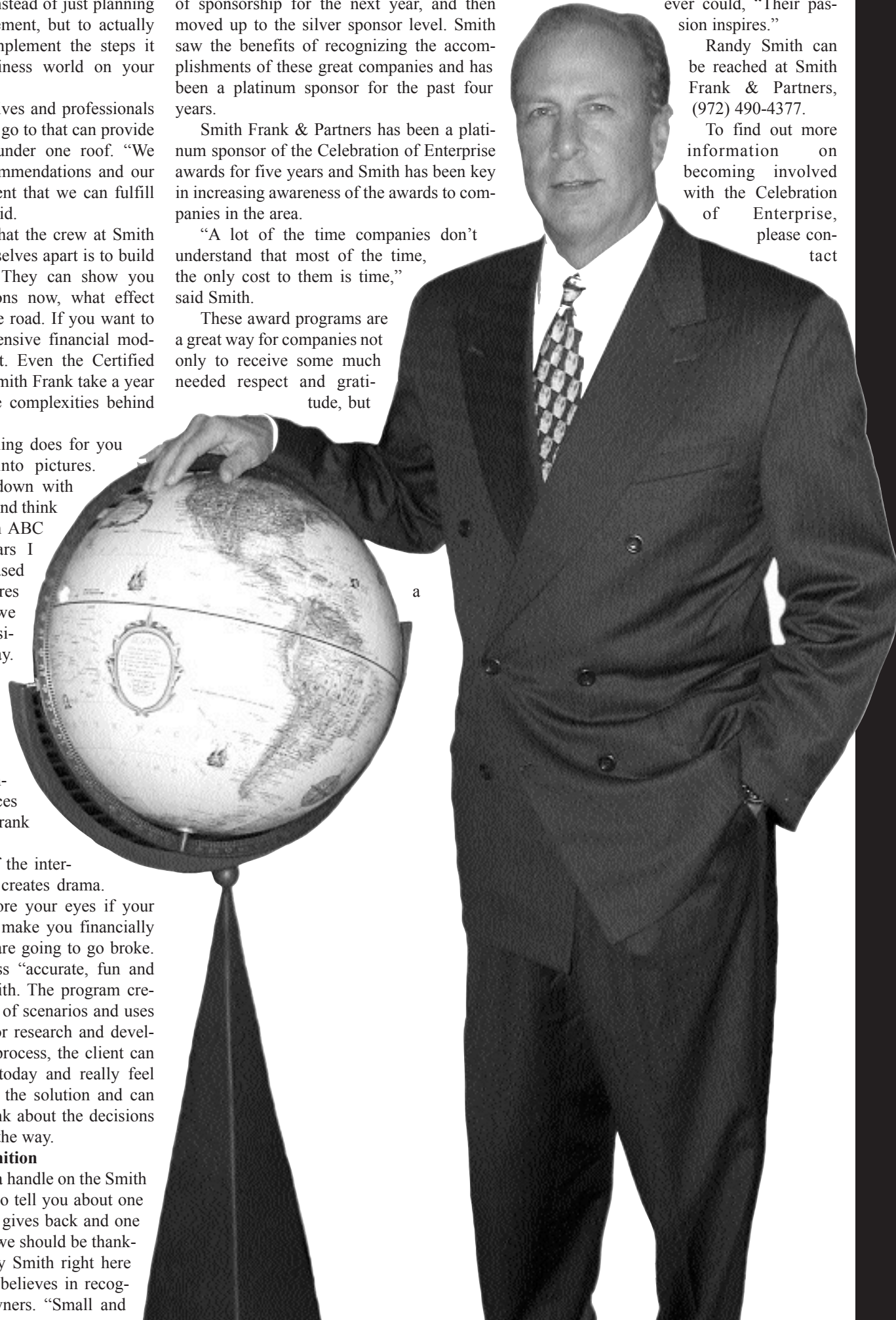
These award programs are a great way for companies not only to receive some much needed respect and gratitude, but

great way for the companies to show the pride they have in their employees and customers. They are also a great way for a small business to receive positive publicity as well.

While I was talking with Smith, I could tell that he respects the entrepreneurial spirit that is living in the individuals who he interacts with, through his involvement with the awards programs, and his clients. And Smith's words say it much better than I ever could, "Their passion inspires."

Randy Smith can be reached at Smith Frank & Partners, (972) 490-4377.

To find out more information on becoming involved with the Celebration of Enterprise, please contact



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