

Even a Beautiful Financial Plan Needs Tax Input

How Mike Zung, Founder of Java Wealth & Beautiful Financial Plan, Incorporates Holistiplan to Optimize Tax Planning



holistiplan

While most advisors begin their careers under the umbrella of an already-established firm, Mike Zung wanted to leverage his background as a Java developer to specialize in financial advice for those in the tech field. In 2018, he launched his own RIA, aptly named [Java Wealth Planning](#).

By early 2020, Mike was working full-time as an independent RIA with a focus on equity compensation. Without a pre-made infrastructure or hands-on guidance from a larger firm, he built his practice from the ground up.

But he didn't stop there. His knowledge of software gave him an appreciation for where fintech was getting it right – and an idea of where it could use some help.

Mike's Claim to Fame: A Beautiful Financial Plan

The first step to getting started in the financial planning industry was to create a process. Mike knew he only had about an hour with his clients to leave a lasting impression. As a virtual-first office with clients spread across the country, that single hour became even more crucial. How could he create space in that meeting time for valuable conversations?

Clunky screen shares and whiteboard explanations ate up too much one-on-one time, so Mike decided to take matters into his own hands.

Enter [Beautiful Financial Plan](#): A totally customizable package to share with his clients, including financial snapshots and analyses, family calendars and simplified cash flow visualizations.

An Idea with Legs

Mike's career plans didn't involve creating and distributing his own financial planning package – but once other advisors caught wind of Beautiful Financial Plan, it took on a life of its own.

Java Wealth made a big splash in fall 2021, when industry leader Michael Kitces was searching in an XYPN forum for client-facing solutions. To Mike's surprise, advisors were recommending his system – one that wasn't even for sale at that point.

“It's one thing to create something just for yourself,” Mike said. “It's different when you're creating it for other advisors.”

Kitces invited Mike to present his work at the Kitces Financial Planning Value Summit in December of that same year, and the momentum continued to grow. Advisors were reaching out and asking if they could buy it. An idea for innovation became Java Wealth's key to industry fame – but a solution for a single advisor wasn't the same as a solution for all advisors.

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The demand for his product was there – and Mike was ready to answer the call. By March of 2022, he had created a totally customizable template for advisors to use, complete with video tutorials.

'I'm Not Going to Reinvent the Wheel...'

Mike aims to deliver a comprehensive experience for his clients, from investment advice to [tax planning](#) and everything in between.

“When I got into financial planning, I was thinking that we’d be talking mostly about different kinds of investments,” he says. “But so much of the real planning work is around optimizing and planning for taxes.”

*“I’m not going to reinvent the wheel. If there’s something out there that already does it well, I’m going to lean on that.”
That’s when he turned to Holistiplan.*

Mike wanted to be able to show tax implications for his clients based not just around salaries and bonuses, but also the equity compensation many of his clients receive. Even though he had the technical know-how to build his own tax software from the ground up, he was relieved to find he wouldn’t need to do so.

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That’s when he turned to Holistiplan.

Within Holistiplan, Mike can run different scenarios of ISOs and AMTs to give his clients real, actionable data in just a few clicks. In conjunction with Beautiful Financial Plan, Mike's clients get clean, sleek deliverables at every step of the financial planning process.

As he grows his firm, one question always stays top of mind: What's the next evolution?

Moving forward, Mike expects to roll out a community aspect to Beautiful Financial Plan, including a forum for Q&As, discussions and bouncing ideas off one another. As he grows his firm, one question always stays top of mind: What's the next evolution?

GROW YOUR FIRM WITH HOLISTIPLAN

Holistiplan automatically generates comprehensive tax reports and clean, easy to read client deliverables – making your tax planning to-do list even shorter. Ready to see our software in action?

Start a free trial of Holistiplan today.

