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Boutique Financial Advising Practices: How to Effectively and Consistently Grow your Practice

Introduction & Industry Commentary



Produced by



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What do Affluent Investors Look for in their Financial Advisor?

- Proactive communication
- Transparent fee structure
- Understanding of their goals and unique situations
- A financial solution, not just a product
- Coordinating their investment decisions
- **Expert help in all financial areas**



The Key to Attracting Affluent Clients:

- It is about **POSITIONING** yourself in front of the client as:
 - INDEPENDENT
 - ONE-STOP SOLUTION
 - MULTI-DISCIPLINARY PRACTICE
 - CUTTING-EDGE



Positioning Your Firm: Explain What Makes You Different

- Credentials
- Experience
- Integrity
- Multi-Disciplinary Practice (MDP)
- Boutique
 - Advice Driven
 - Service Driven
 - Relationship Driven



Positioning Your Firm: ABC Financial's universe:

- **THEME:** "We have access to the entire universe of investment options and vehicles with no limitations. This allows us to choose what is best for our clients."



Positioning Your Firm: ABC Financial's universe:

- Stocks
- Bonds
- Mutual Funds
- ETFs
- Fixed Indexed Annuities
- UITs
- REITs
- VAs
- Market-Linked CDs
- Managed Accounts



Positioning Your Firm: ABC Financial's universe:

- THEME: "We work closely with each of our clients to define their financial profile as accurately as possible. This profile is made up of a number of data points – things like your age, risk tolerance, income needs, etc."
- "What I really do for a living is I match your profile with your money. The bad news is that 8 out of 10 people that I meet have a mismatch between their profile and their money. The good news is that I am uniquely positioned to help get your money back in line."



Keys to Successfully Attracting Affluent Clients:

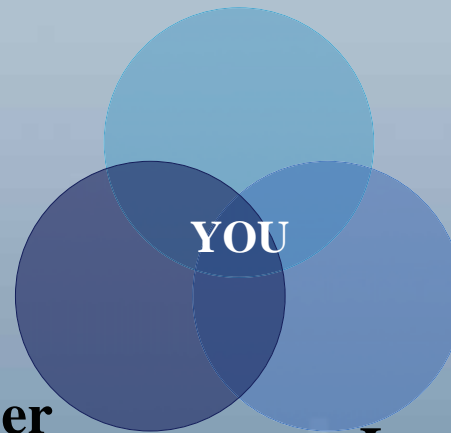
Get the right licenses



Getting the Right Licenses

Branching out expands your selling opportunities to 3 universes:

Fixed Insurance



Broker Dealer

**Registered
Investment Advisor**



Implementation

Provide services to prospects that they are not currently getting, but want:

- Consolidated financial statements
- Aggregated data
- Consistent Communication
- 21st Century Ideas
 - Examples: Inflation Strategy, Absolute Return Strategy, MLCDs



Implementation

**BLEND
THESE UNIQUE
STRATEGIES TOGETHER**



Developing A Multi-Disciplinary Practice: **Refining Your Business Model**

- It is essential to develop a business model that provides focus & direction to your practice
- Having client-driven processes in place will not only ensure a profitable business, but also develop trust



Developing A Multi-Disciplinary Practice: **Refining Your Business Model**

- Create a business plan which includes:
 - Your ideal client profile
 - Quantitative measurements for success
 - Marketing strategy unique to your firm
 - Operational efficiency – define staff areas of responsibility
 - Strategic partnerships



Developing A Multi-Disciplinary Practice: **Becoming a One-Stop-Shop**

To attract clients, you have to demonstrate expertise in all areas of wealth management:

- Insurance planning
- Asset management
- Budgeting & cash flow
- Education planning
- Tax planning
- Retirement planning
- Charitable giving
- Private banking
- Estate planning



Developing A Multi-Disciplinary Practice: **Becoming a One-Stop-Shop**

- To exceed the expectation of today's affluent investor, you need a team of specialists



Developing A Multi-Disciplinary Practice: **Strategic Alliances**

- Determine which areas of service you need someone else's expertise
- Decide whether to:
 - Hire
 - Contract
 - Partner
 - Other unique relationship



Developing A Multi-Disciplinary Practice: **Strategic Alliances**

- Consider these experts part of your team
- It is vital that each team member is aware of all of the wealth management categories
- All team members must present a unified front focused on the client



INTRODUCING...

- **A New Kind of Company...**
- **A New Way of Conducting Business**

- **PRODUCER'S EQUITY GROUP**



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PRODUCERS EQUITY GROUP'S
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PROVEN IDEAS AND
SUCCESSFUL CONCEPTS
FOR THE 21ST CENTURY
TRUE FINANCIAL ADVISOR

Some of the topics that will be covered include:

- What products and services should I offer?
- Compliance made easy!
- Integrating managed money, fixed insurance and securities!
- Introduction to their proven and successful tools!
- Client Presentations

NOVEMBER 10th – 12th

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Questions & Answers

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