



# When Disaster Strikes, Will Your Practice Be Ready?

complimentary  **CoffeeCAST**<sup>TM</sup>

How to Build a Plan That Will Get  
You Up and Running Quickly



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# About the Presenter

**Cory Peters, Senior Specialist - Advisor Marketing Services**

**Securities America**

Cory joined Securities America in 2000, working closely with the Branch Office Development and Financial Institutions teams in support of recruiting efforts. Her current focus is two-fold: improving and expanding Securities America's advisor marketing tools library, and assisting advisors with the custom creation of effective and affordable communication tools, from ground-up brand development to stationery, brochures, folders, digital marketing and direct mail materials.



# The Unexpected Happens to Someone, Somewhere Every Day... Are You Prepared?

- Hurricanes
- Tornados
- Earthquakes
- Blizzards
- Fires
- Floods
- Accidents
- Power outages
- Cyberattacks





# What You Need **BEFORE** Disaster Strikes

- Offsite backup for important data
- An updated Customer Management Relationship (CRM) system
- Email communication system
- An active website
- A chain of command and emergency contact list
- Inventory of easily accessible communications materials
- Notifications if your location changes
- An established continuity plan



Use cloud storage or an offsite data center



Ensure your backup site meets compliance and security regulations



# Backup Your Data



All back-up data must be encrypted



Backup data should update at least daily with offsite replication

# Un Updated CRM

Some pertinent information to include in your CRM:

- Client Account Numbers
- First Name
- Last Name
- Phone Numbers
- Email Addresses
- Mailing Addresses
- Social Security Numbers





# Email Communication System for Sending Clients Important Notifications

Create prewritten emails for many situations, including:

- Market Volatility
- Changes in Business Operations
- Changes to Your Contact Information (email, phone, etc.)
- Change of Location



# An Active Website, Online Profile Page or Directory Listing

Pertinent updates that should be placed on your home page:

- Business closures or changes in hours of operation
- Changes in address
- Current contact information
- Statements about market volatility or other contributing factors



A close-up photograph of a person's hand holding a silver smartphone. The person is wearing a dark blue suit jacket and a white shirt. The background is a blurred, light-colored sky.

# Chain of Command and Emergency Contact List

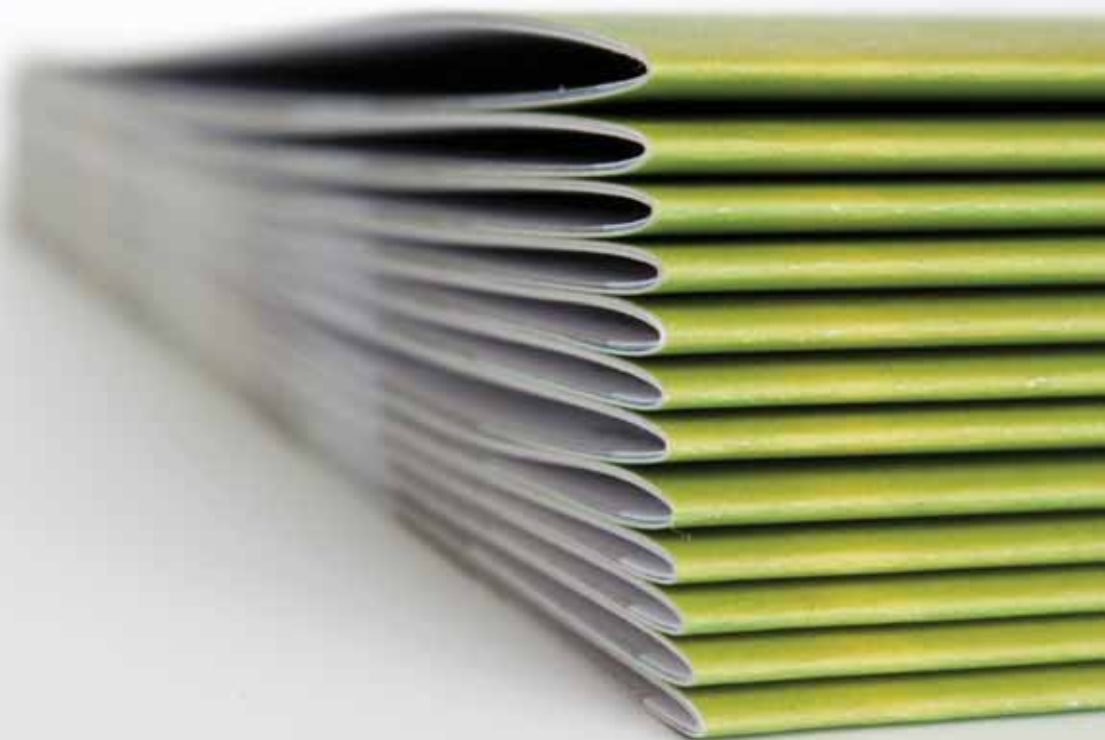
Try to include as many contact methods as possible including:

- Home phone
- Office phone
- Mobile phone
- Work email
- Personal email
- Social media profile URLs (for messaging)

# Have an Inventory of Easily Accessible Communications Materials

Having preapproved materials on the shelf that can be ready at a moment's notice can eliminate a scramble to send out a communication after an unexpected event or crisis.

- Articles
- Brochures
- Letters
- Flyers
- Emails
- Social Media Posts





# Provide Notifications When Your Location Changes

- A “We’re Moving” advertisement
- A new office location letter or email
- An open house invitation
- A “Moving Your Office” postcard
- A “We’re Moving” phone script



# An Established Continuity Plan

Your continuity plan needs to clearly define who will run your practice in the event of your unexpected death, disability or illness.

# Don't Wait for a Crisis. Start Planning Today.

To be prepared when a crisis occurs, you need to start planning today. To help you get started, download your free copy of our Contingency Planner by going to **PracticeBuilderTools.com**.

The screenshot shows the PracticeBuilder Tools website interface. At the top, the logo 'PracticeBuilder Tools' is displayed. Below it are navigation links for 'Topics', 'Experts', 'Education', and 'Tools', along with a search bar. The main content area features a breadcrumb trail: 'Home / Tools / Guides / Contingency Planner'. The featured article is titled 'Contingency Planner' and is dated '08 Nov 2017'. It includes social media sharing icons for Facebook, Twitter, LinkedIn, and others. The article's main image shows the text 'CONTINGENCY Planner' over a background of technical diagrams and a glowing lightbulb. Below the image, a short paragraph states: 'To be prepared when a crisis occurs, you need to start planning today. This workbook walks you through gathering key contact information and establishing plans for various emergencies.' A prominent 'DOWNLOAD GUIDE' button is located below the text. At the bottom of the page, there is a footer with five columns of navigation links: 'Topics' (Branch / O&J Resources, Continuity / Succession Planning, Staffing Your Practice), 'Categories' (Recruiting, Supervision, Technology, Community), 'Education' (Events, Webinars), 'Tools' (Videos, Audio, Infographics, Guides, Samples), and 'Information' (Experts, About Us, Contact Us).



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