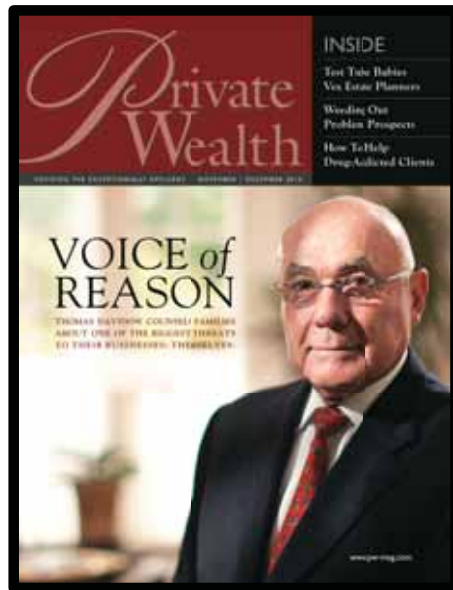


Introduction & Industry Commentary

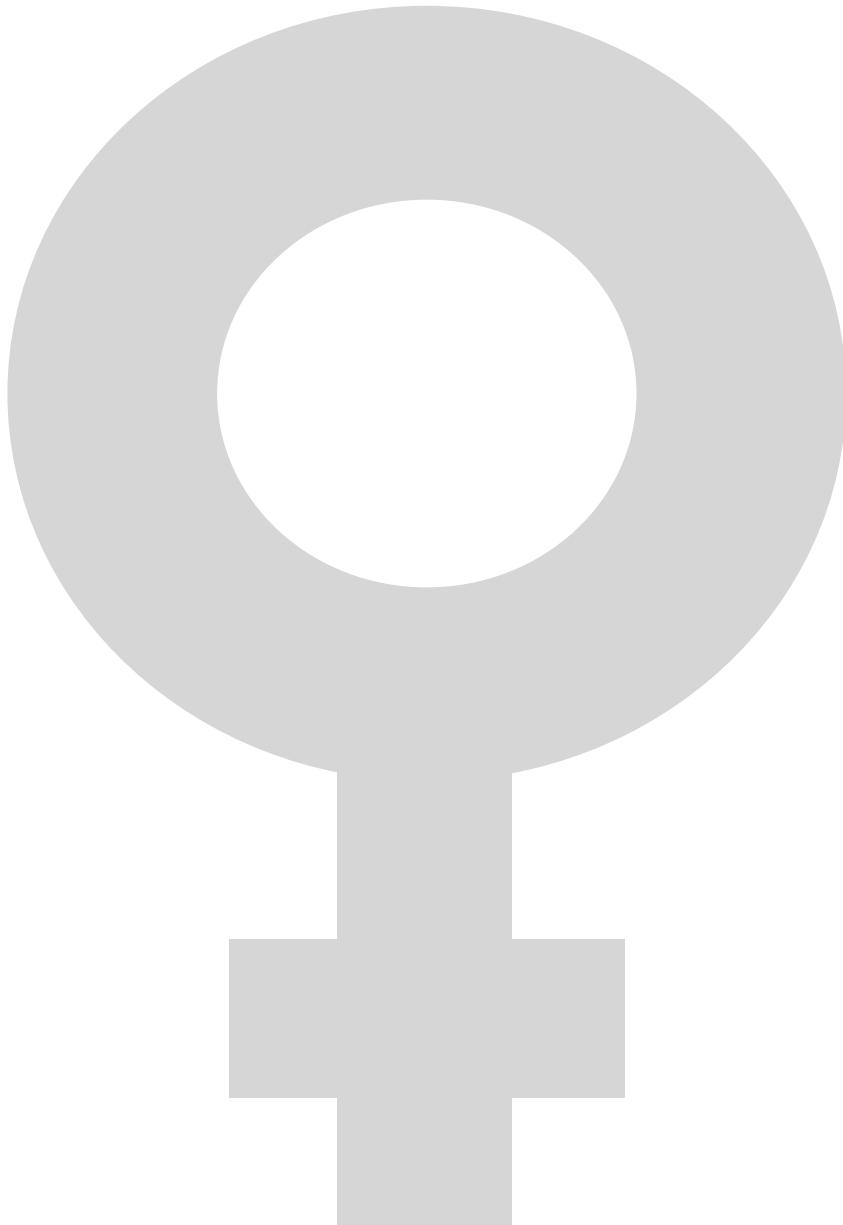


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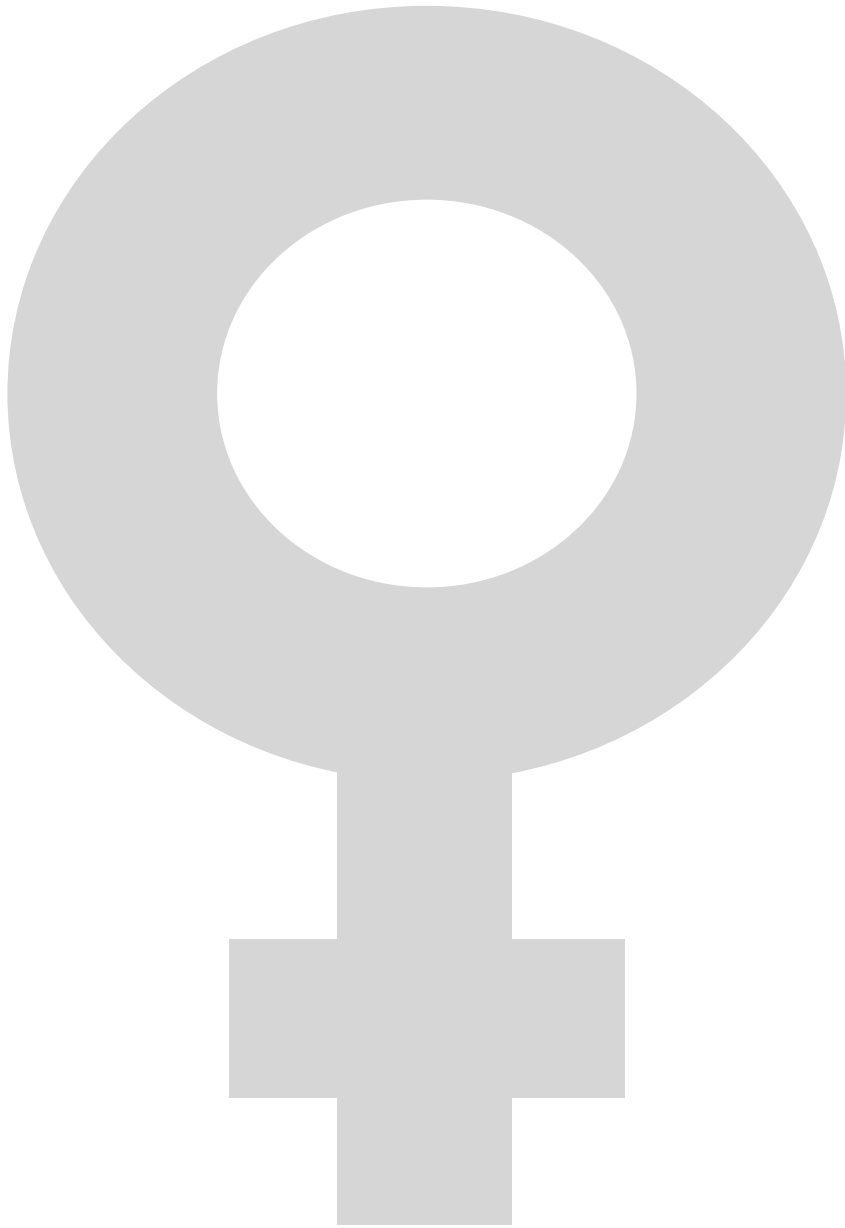
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The Opportunity with Women

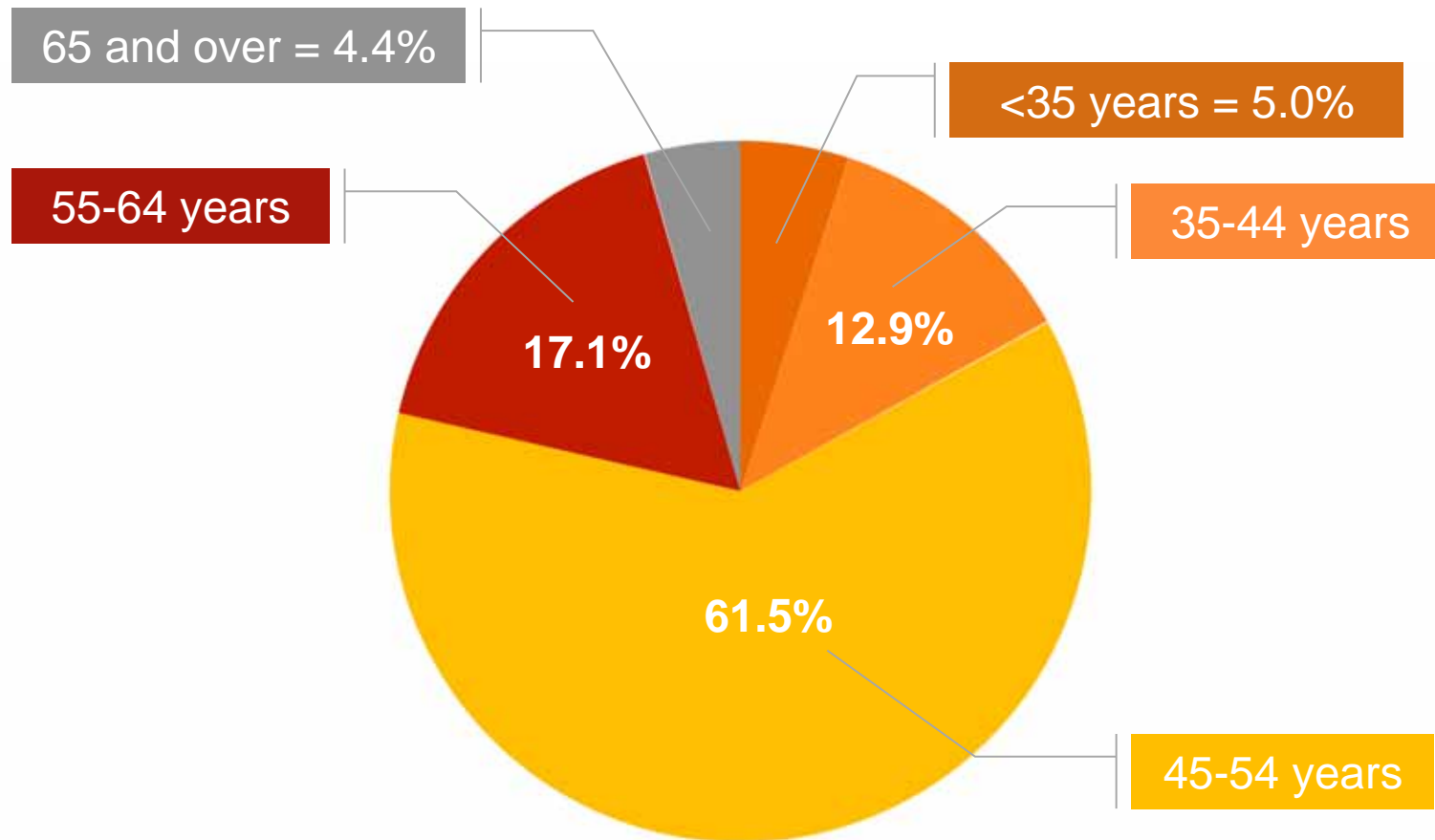
- Women are a growing segment of the affluent population...with unique qualities and characteristics that should be acknowledged
- Women have different attitudes and expectations for their finances and their advisory relationships than their male counterparts
- There is a reliable conduit to wealthy women that can be easily cultivated



{ The Changing Face of Wealth }

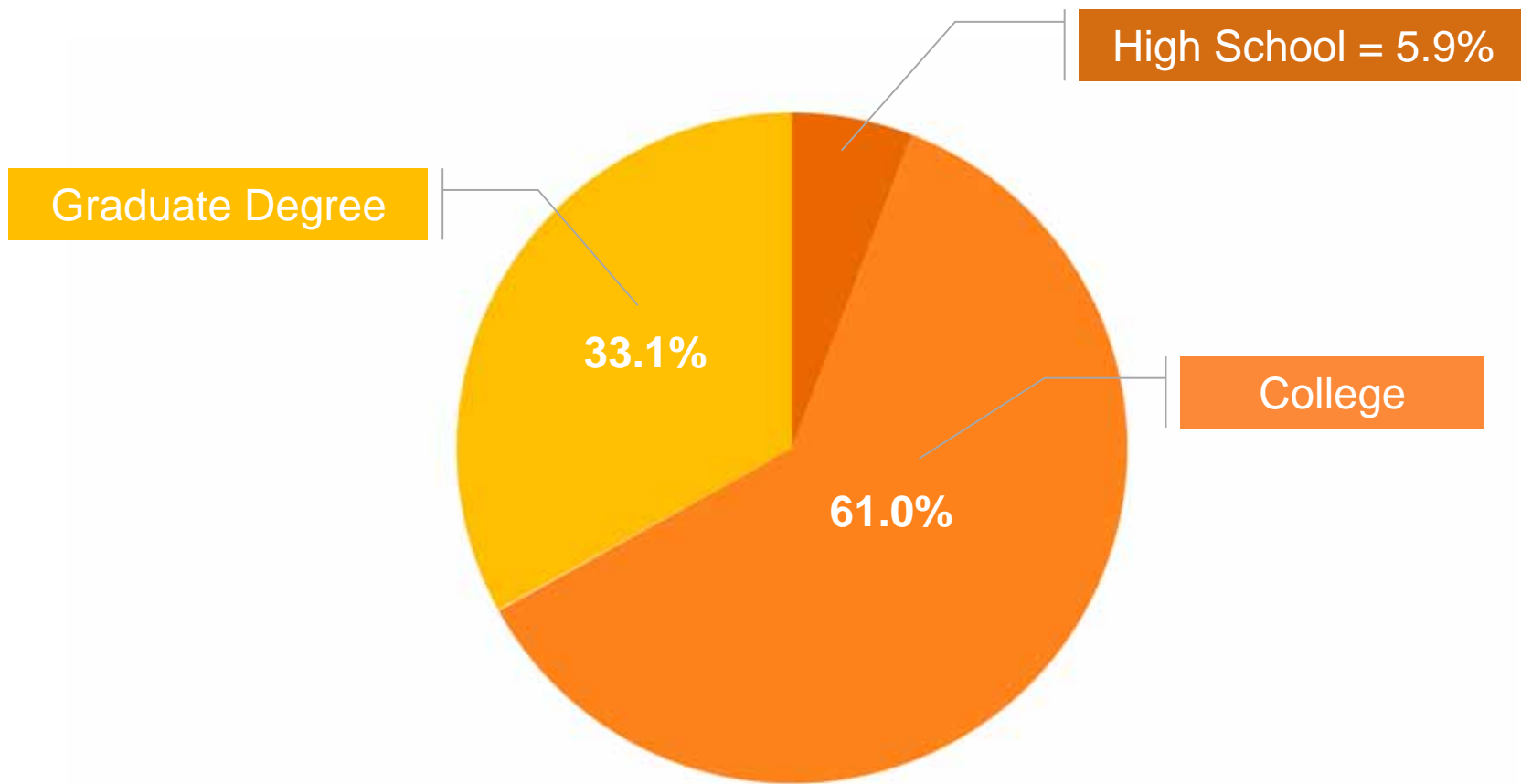
Age

Women are younger than the 'average millionaire'



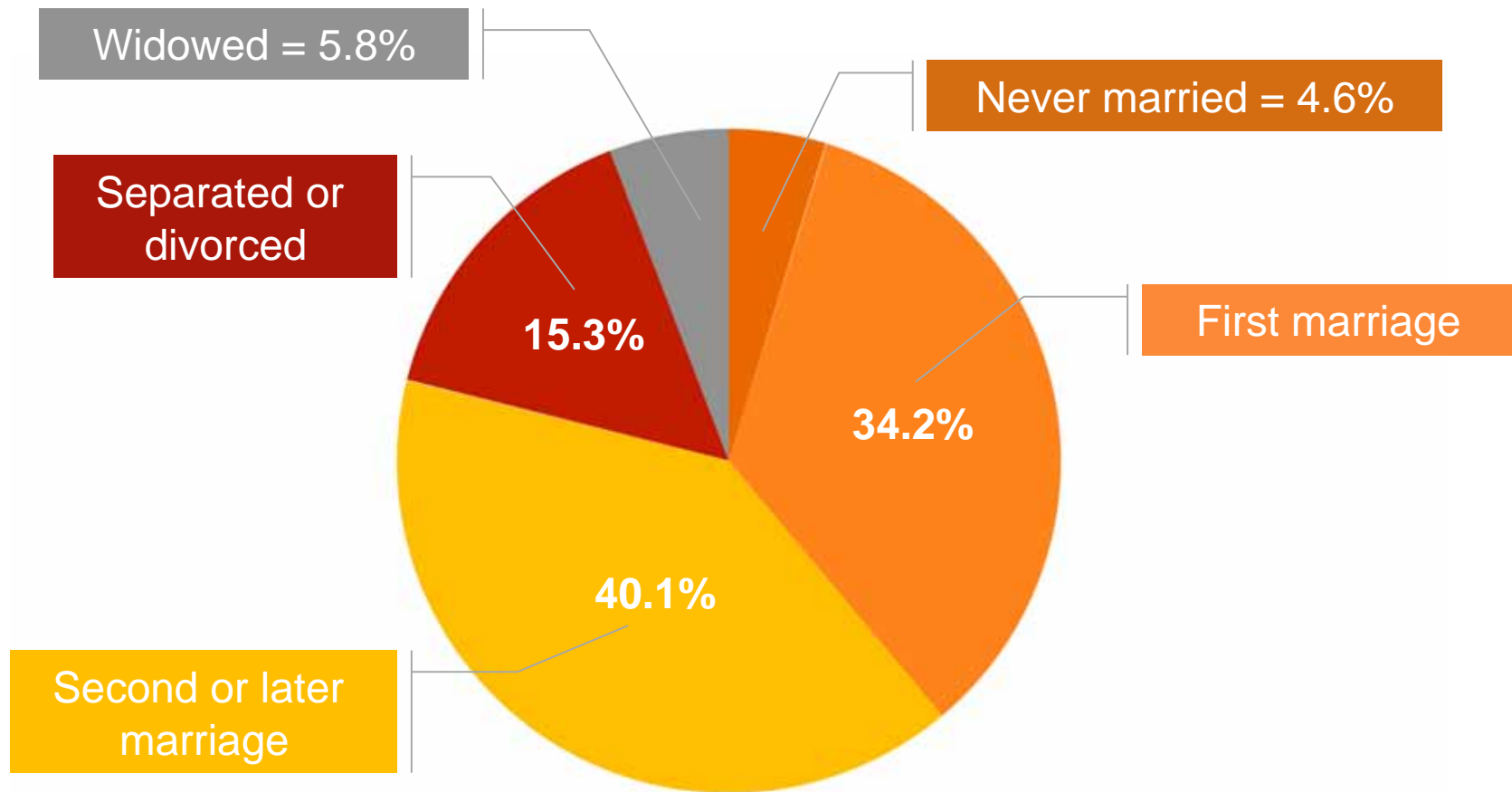
Education

Women are more educated than male counterparts



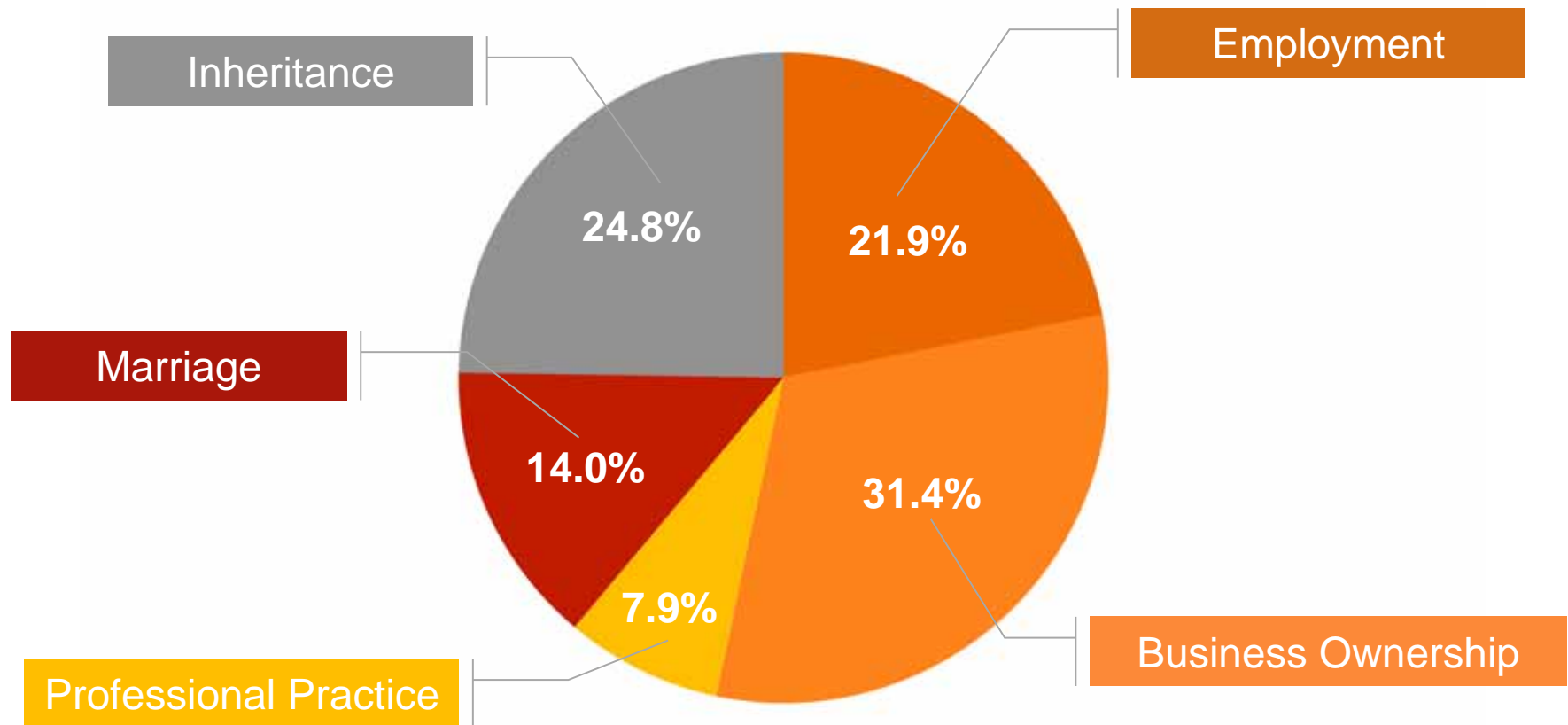
Marital Status

Relationships play a role in overall wealth



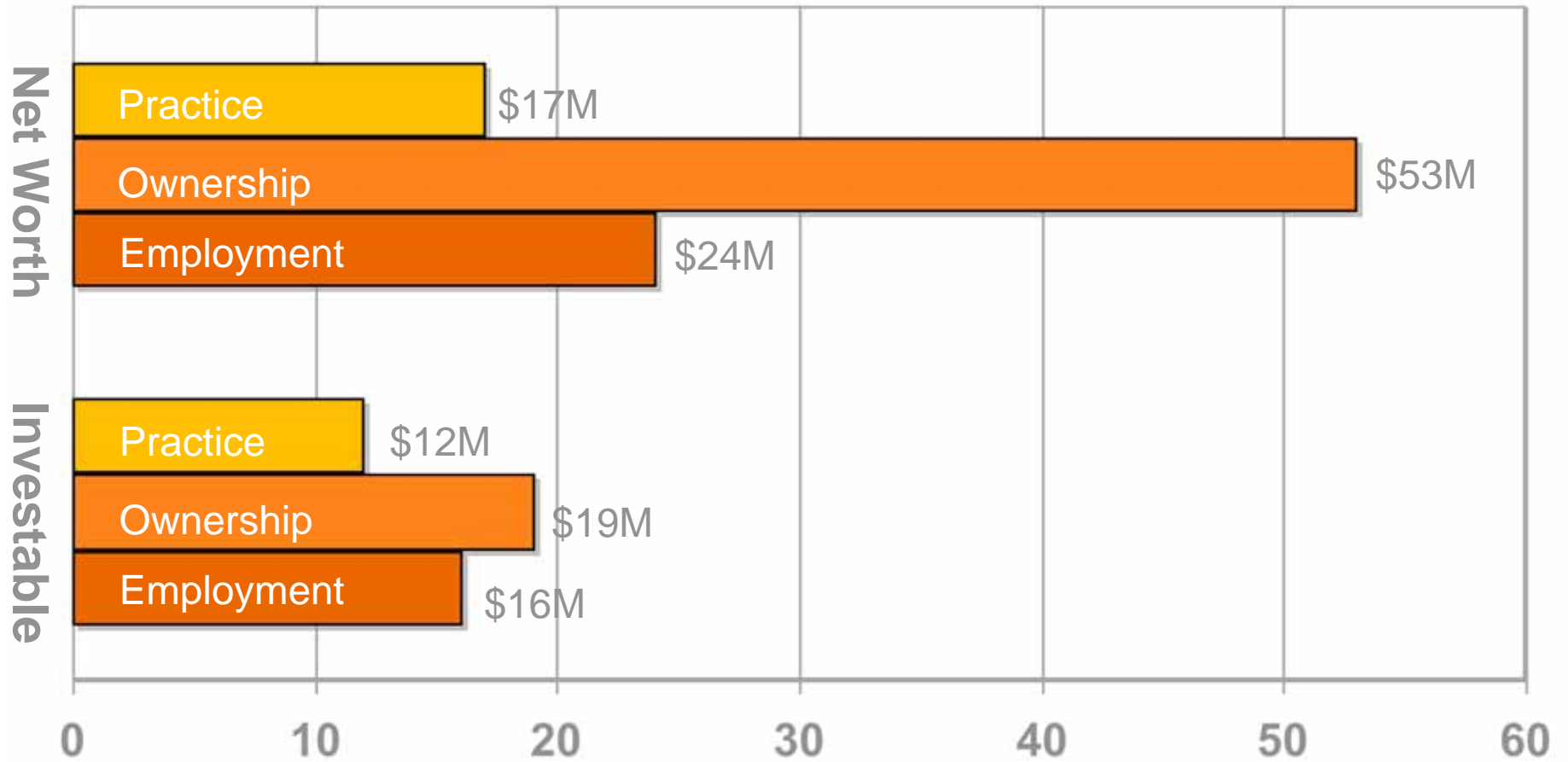
Source of Wealth

Earning is the path to affluence for more than half of women



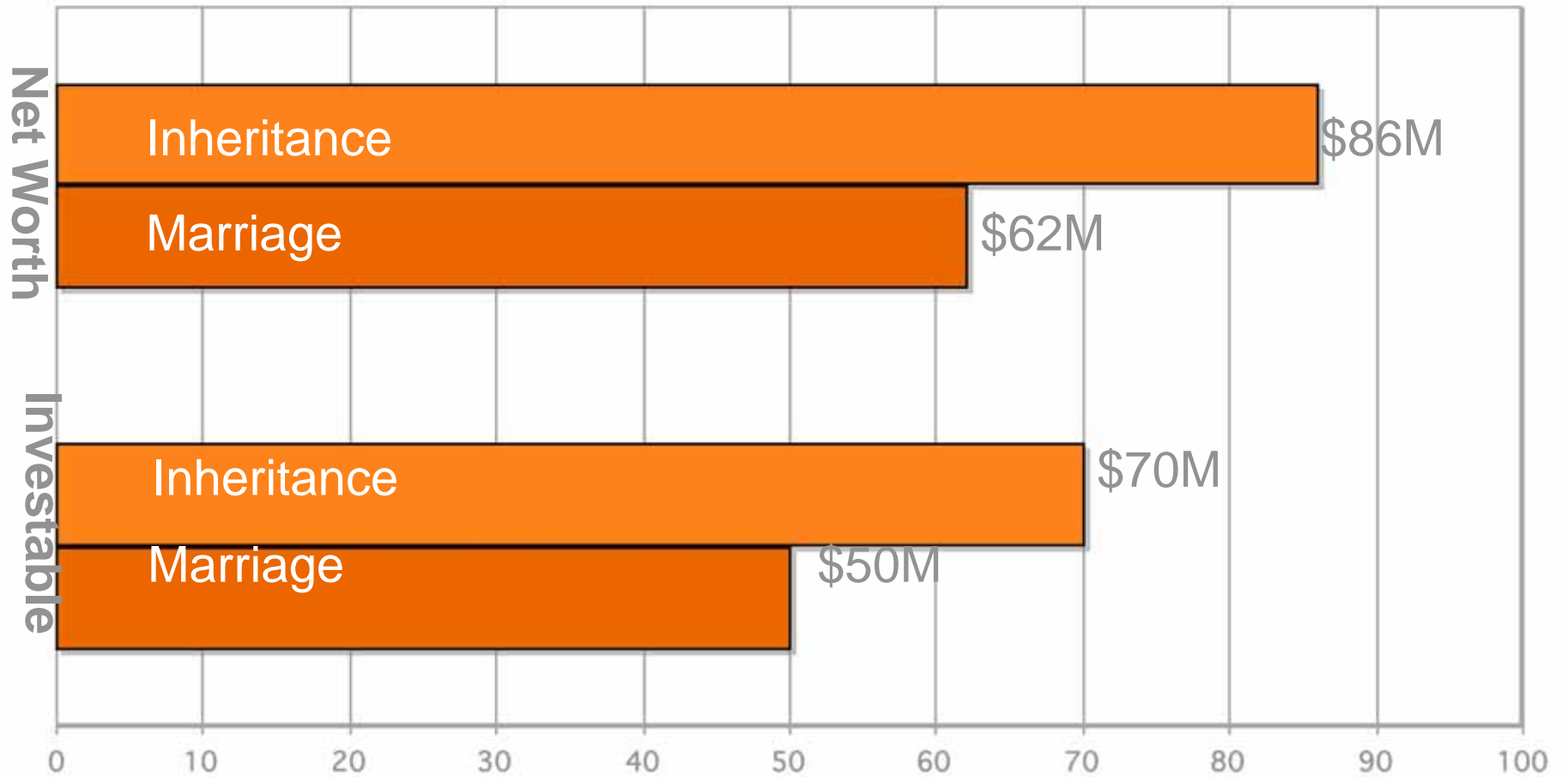
Earned Wealth

Substantial, but proportionately less than acquired wealth



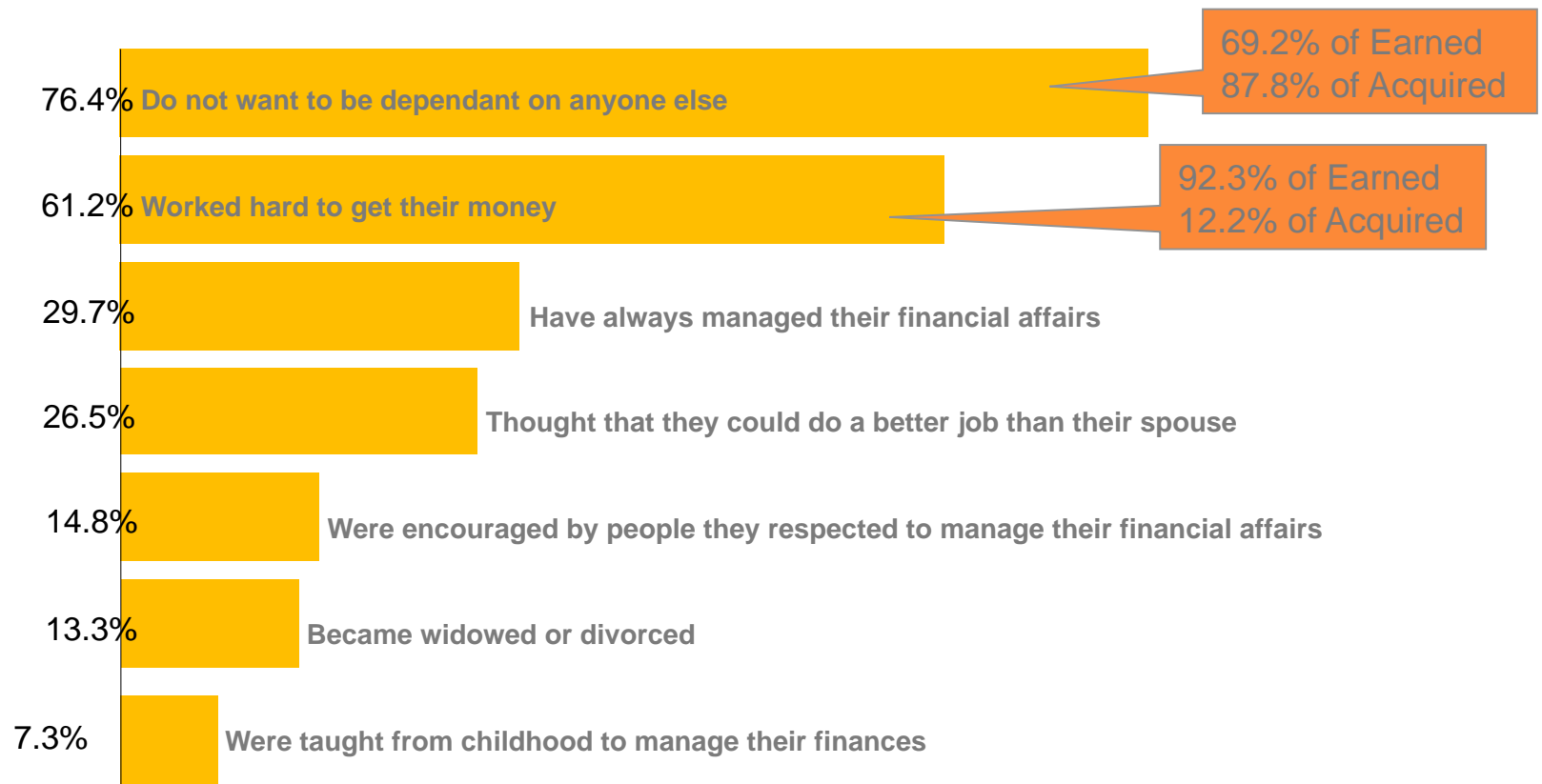
Acquired Wealth

The surest way to significant assets



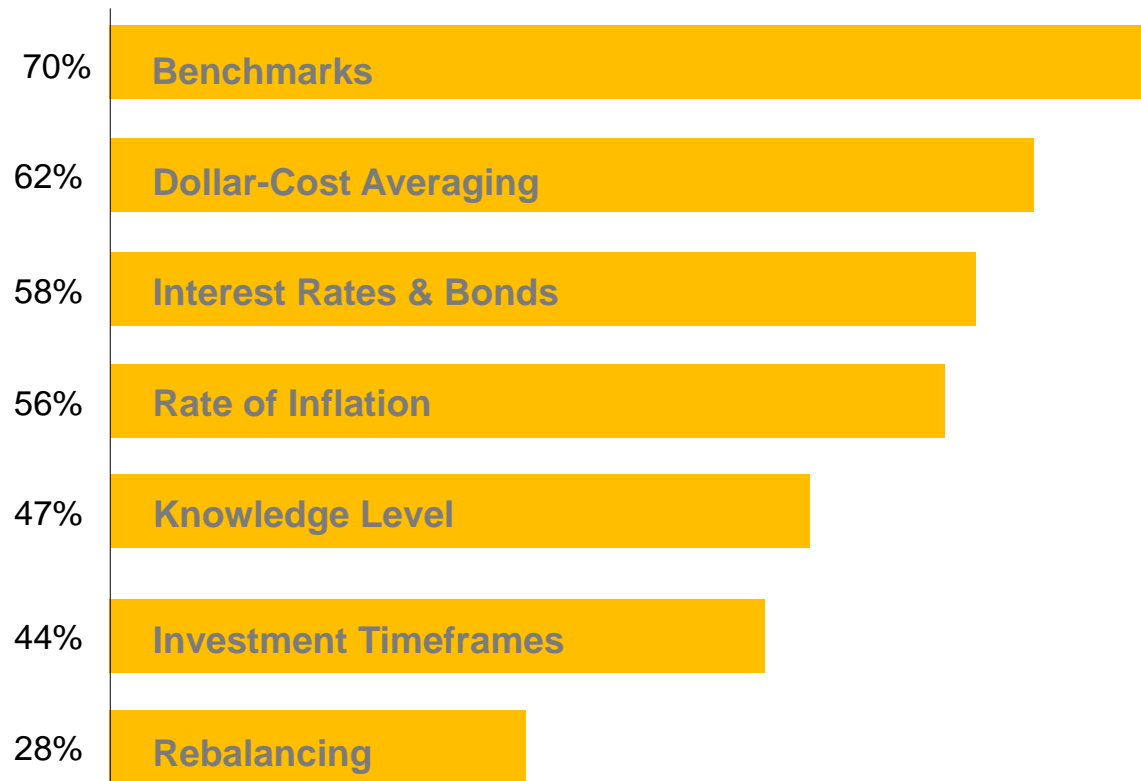
Personal Involvement

Independence and pride are powerful motivators for women



Limited Financial Knowledge

Percentage who answered wrong or didn't know





{ Distinct Financial Needs & Interests }

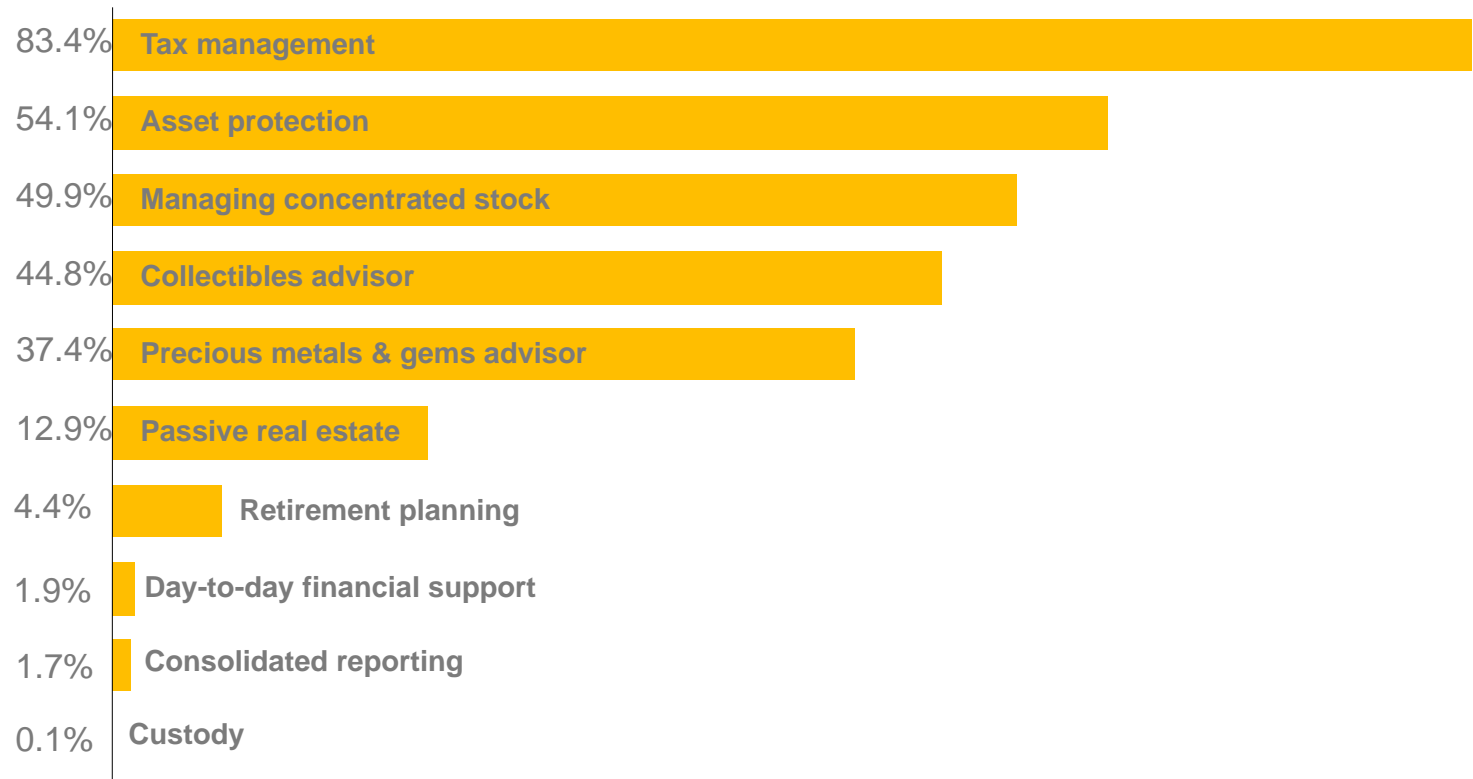
Financial Concerns

Loss of independence and lack of knowledge fuel fears



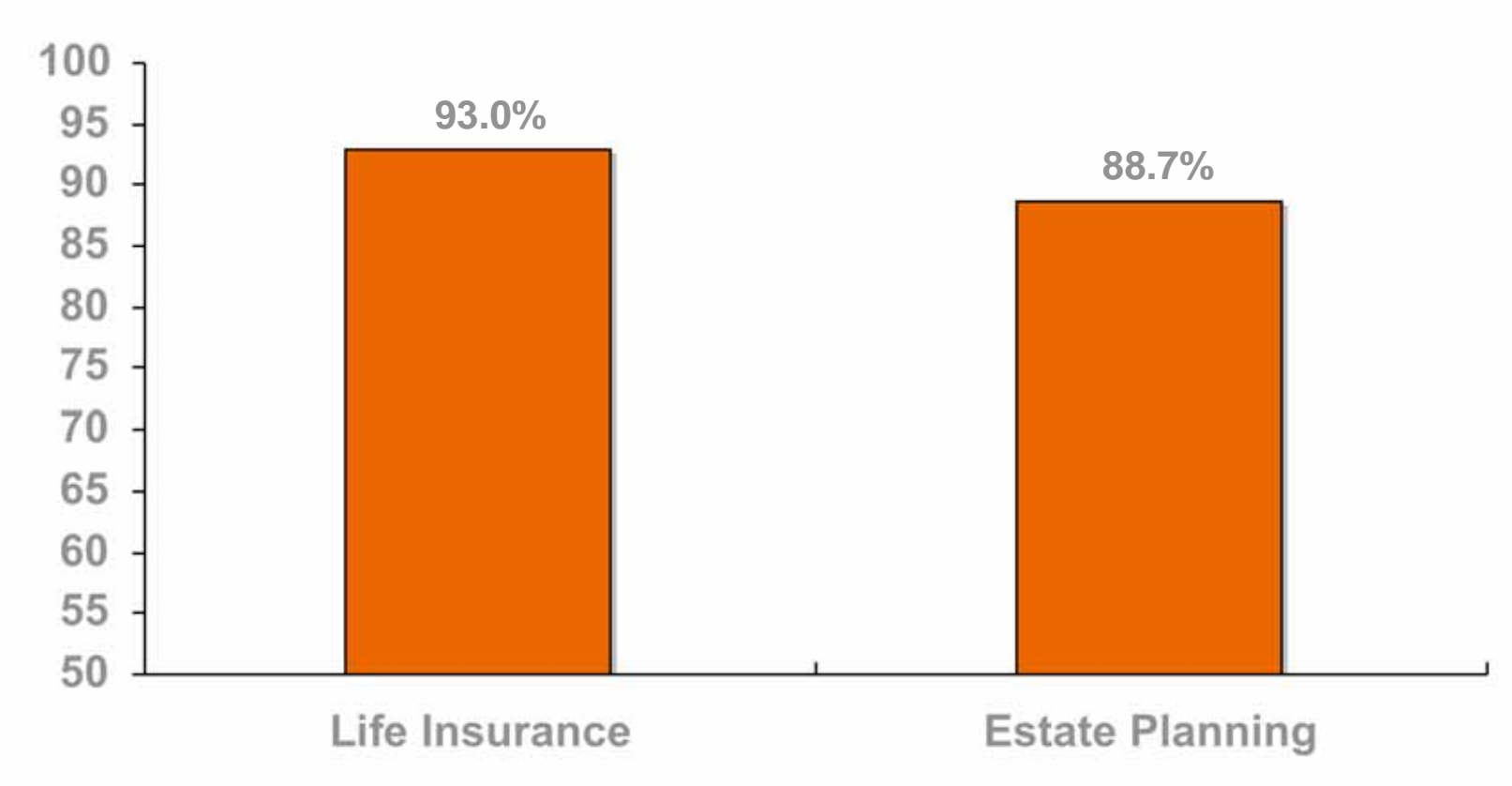
Future Needs and Interests

Sophisticated solutions to manage and enhance wealth



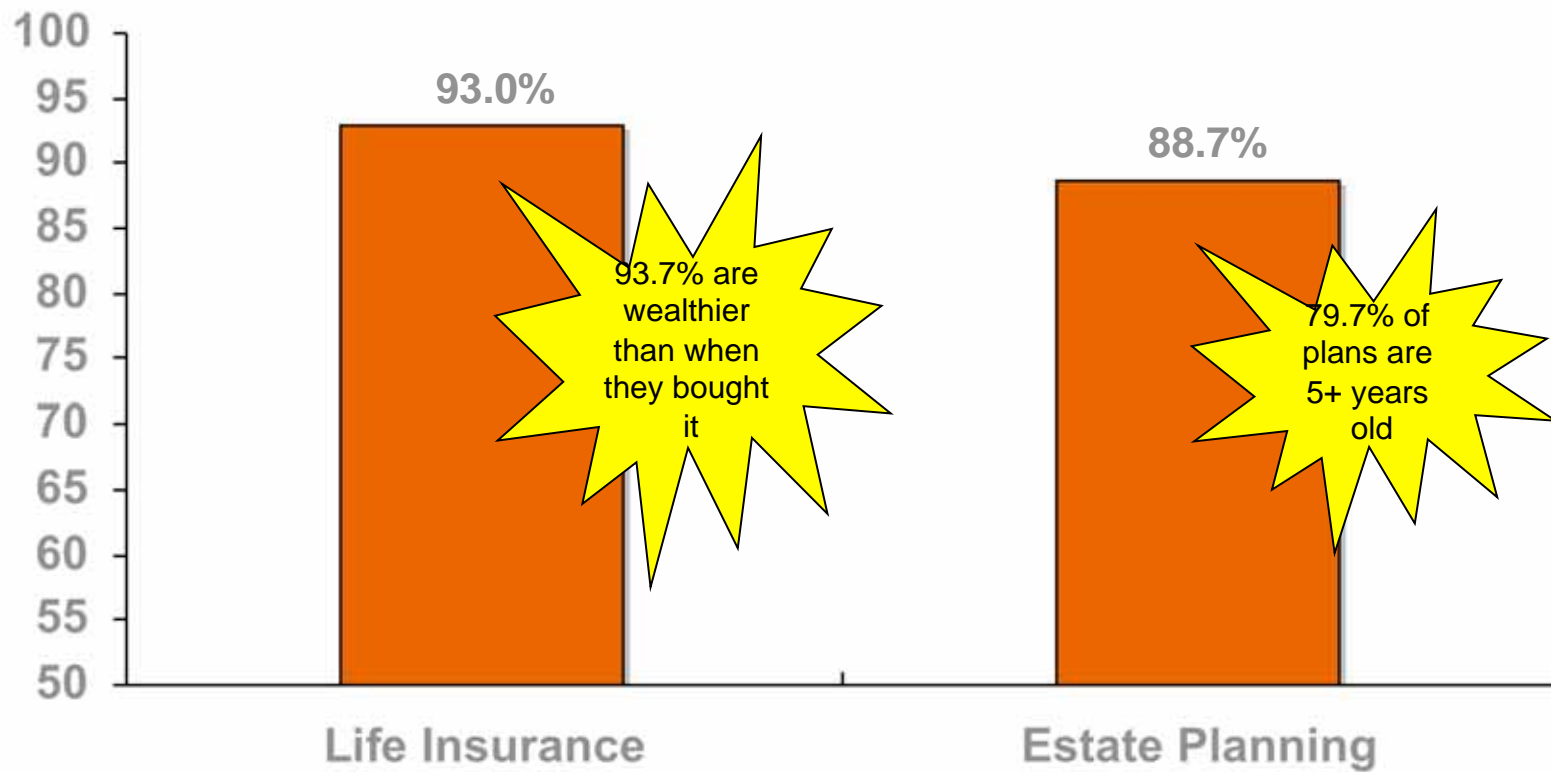
Protection and Planning

Benefits resonate strongly with affluent women



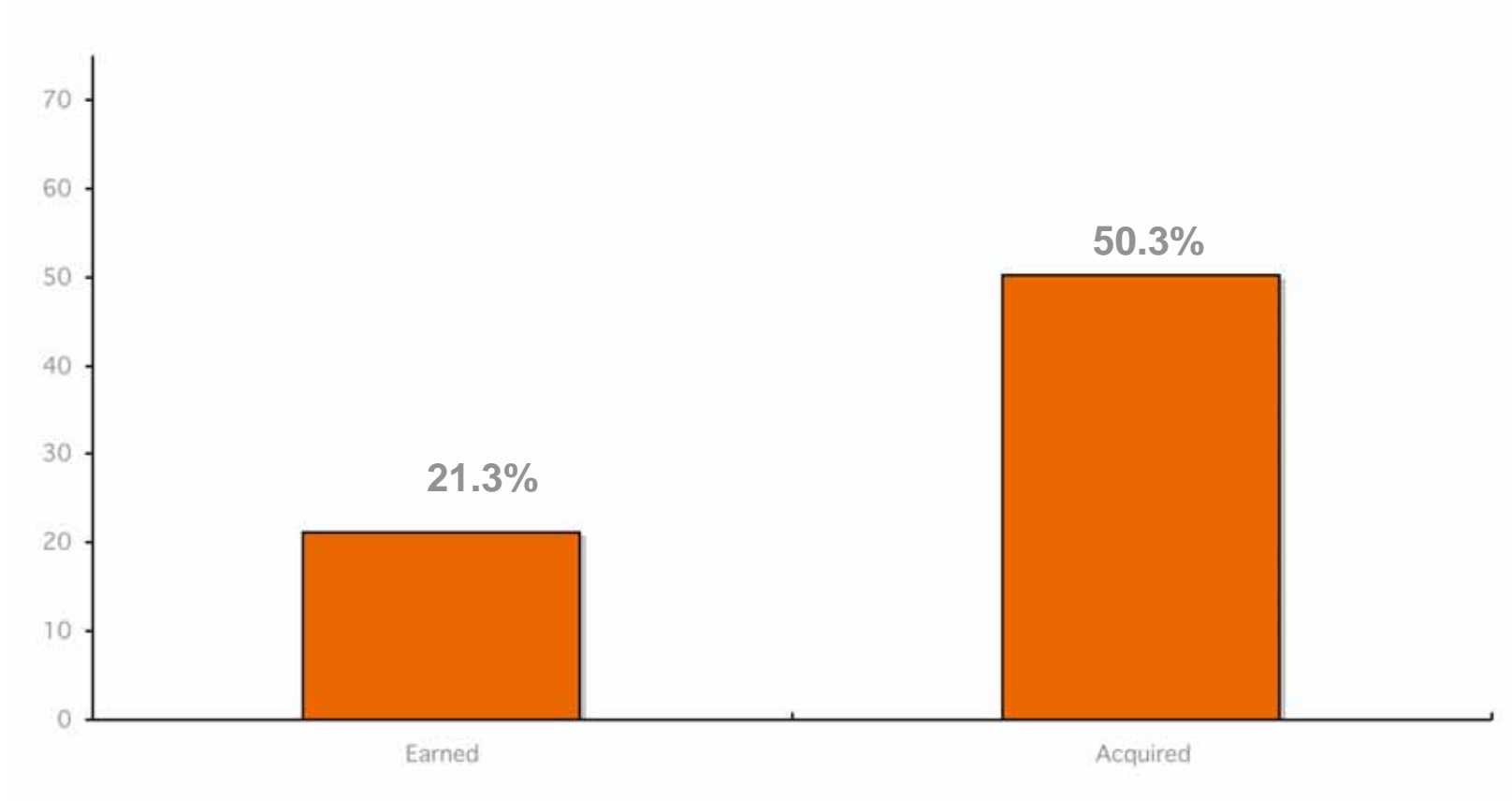
Outdated Coverage

Revisions needed to reflect current circumstances



Importance of Charitable Giving

Philanthropy is a priority for women with acquired wealth



Charitable Attitudes

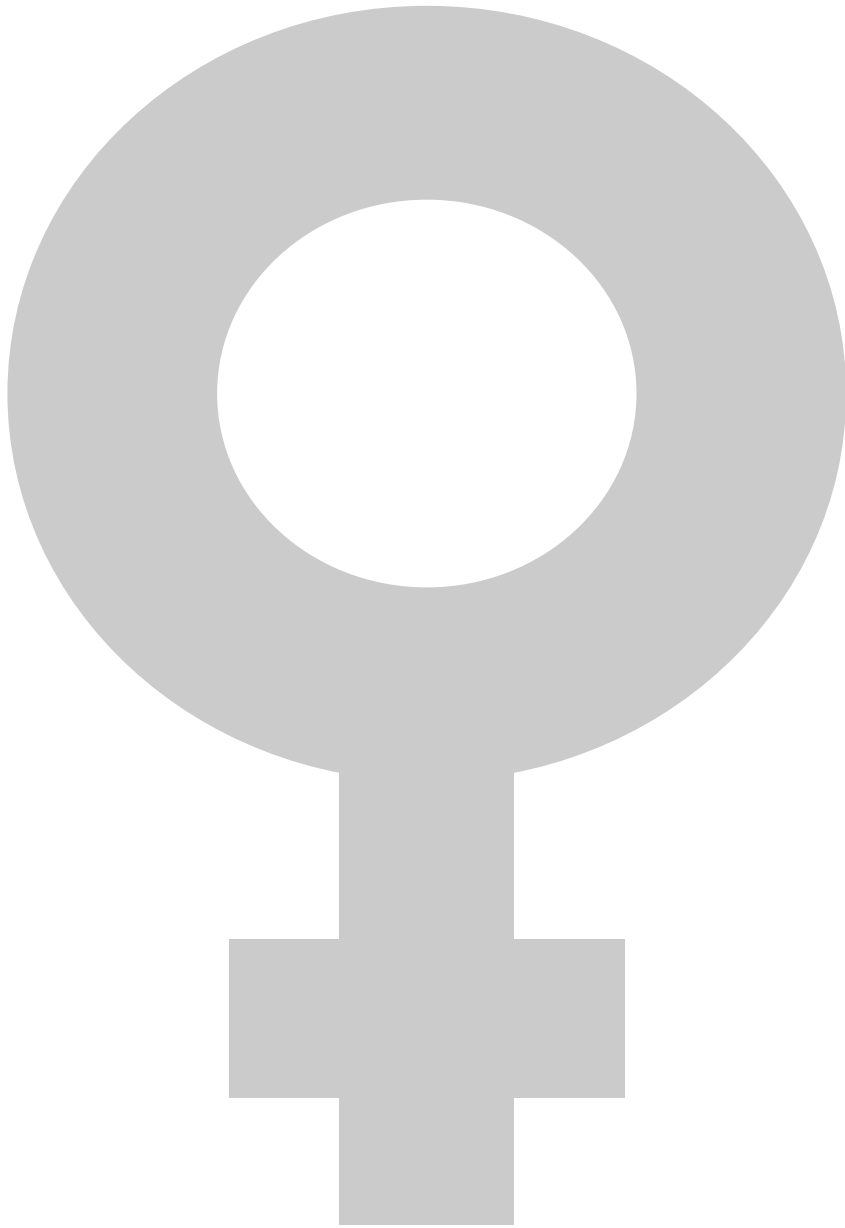
Source of wealth influences how women feel about giving

	Earned	Acquired
Be more philanthropic	42.2%	80.9%
Interested in working w/advisor on charitable gifts	40.2%	67.7%
Overwhelmed w/requests from NPOs	34.7%	54.2%
NPOs more effective than government	38.0%	47.6%
The wealthy are responsible for helping others	9.9%	78.5%
Planned giving for philanthropic reasons	14.1%	71.2%
Planned giving for social and community reasons	26.8%	33.0%
Giving is tied to religious beliefs	17.8%	4.2%

Lifestyle and Financial Well-Being

Segmentation needed to reach appropriate candidates

	Earned	Acquired
Personal protection	38.9%	83.0%
Financial education for heirs	20.7%	71.2%
Concierge services	12.7%	42.7%
Pre-nuptial agreements	7.0%	44.1%
Personal/executive coaching	15.4%	3.1%



{ The Advisor:Female Dynamic }

Use of Advisors

Women are more likely to turn to professionals



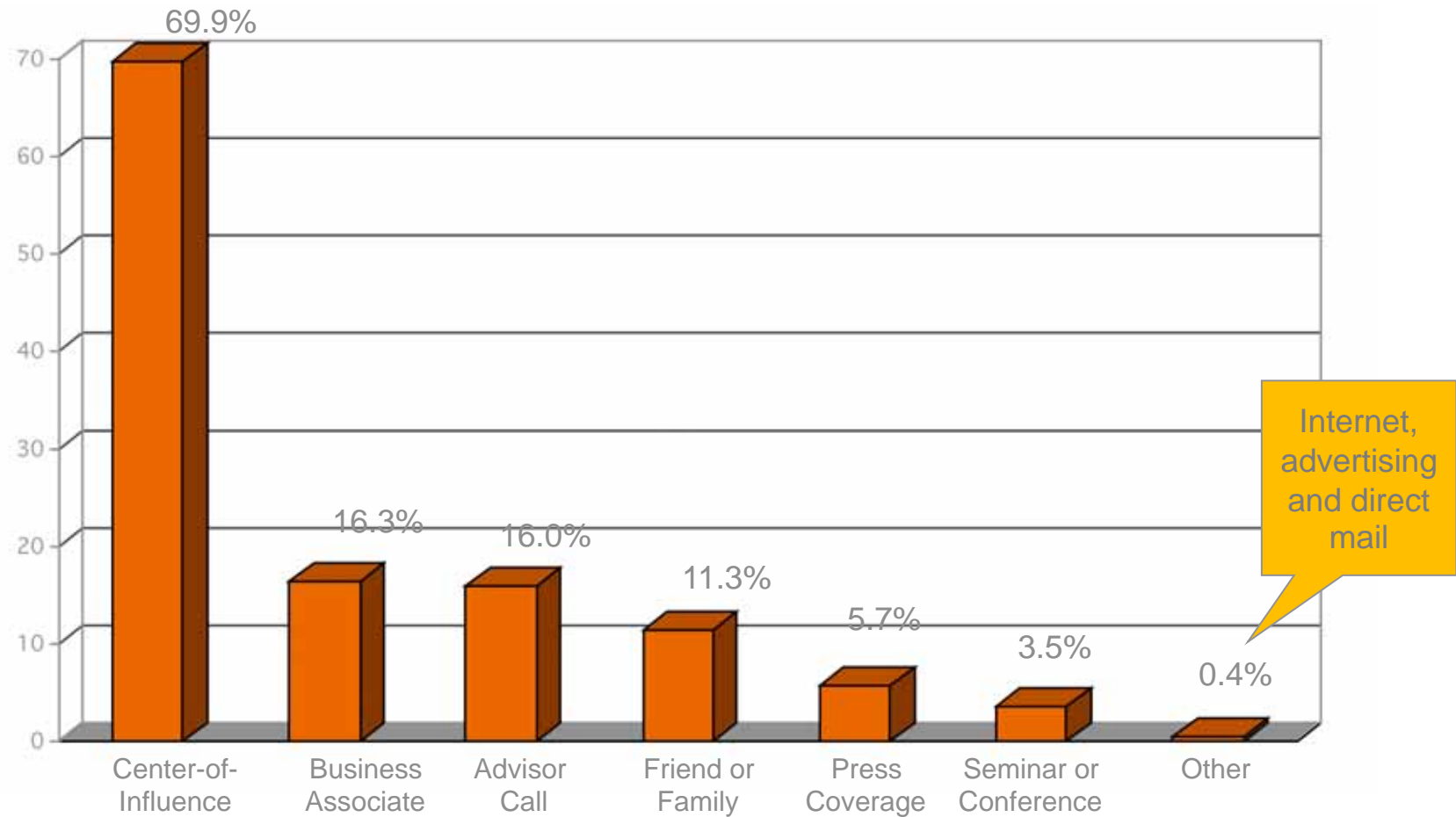
The Importance of Advisors

Women are realistic about what they don't know



Method Used To Find Advisor

Turning to a trusted professional far outweighs other options



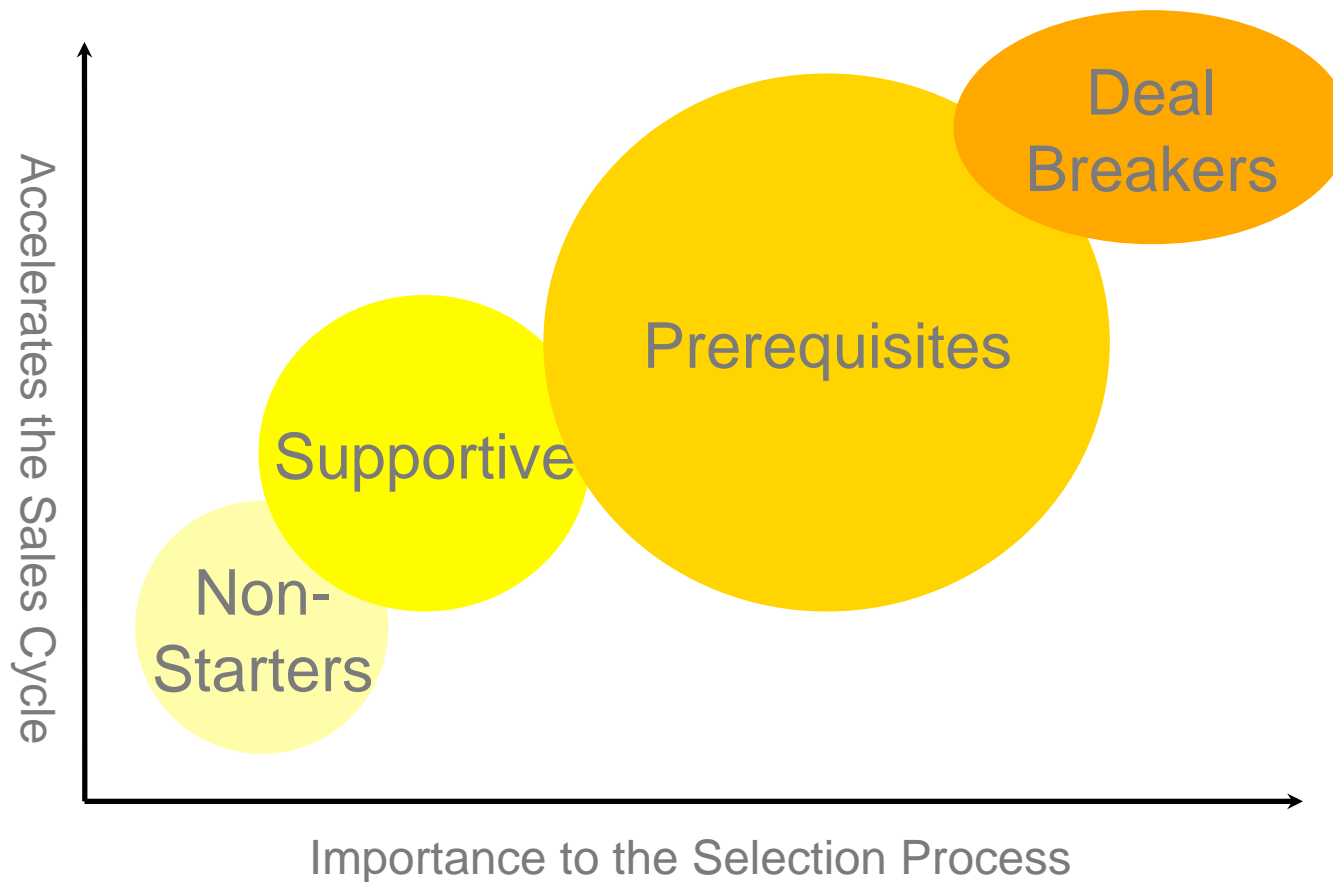
Importance of Screening Factors

Referrals are stronger endorsement than personal research

	Earned	Acquired
Find out about financial philosophy	78.7%	88.9%
In-person meeting	40.2%	70.1%
Find out about them as a person	6.2%	58.7%
Check with other professionals	20.7%	31.6%
Phone conversation	23.1%	8.3%
Read their materials	12.3%	3.1%
Check with clients	2.6%	0.3%
Advice on trial basis	2.4%	0.0%
Planning on trial basis	0.0%	0.0%

Selecting An Advisor

Consciously or not, women rank your skills and attributes



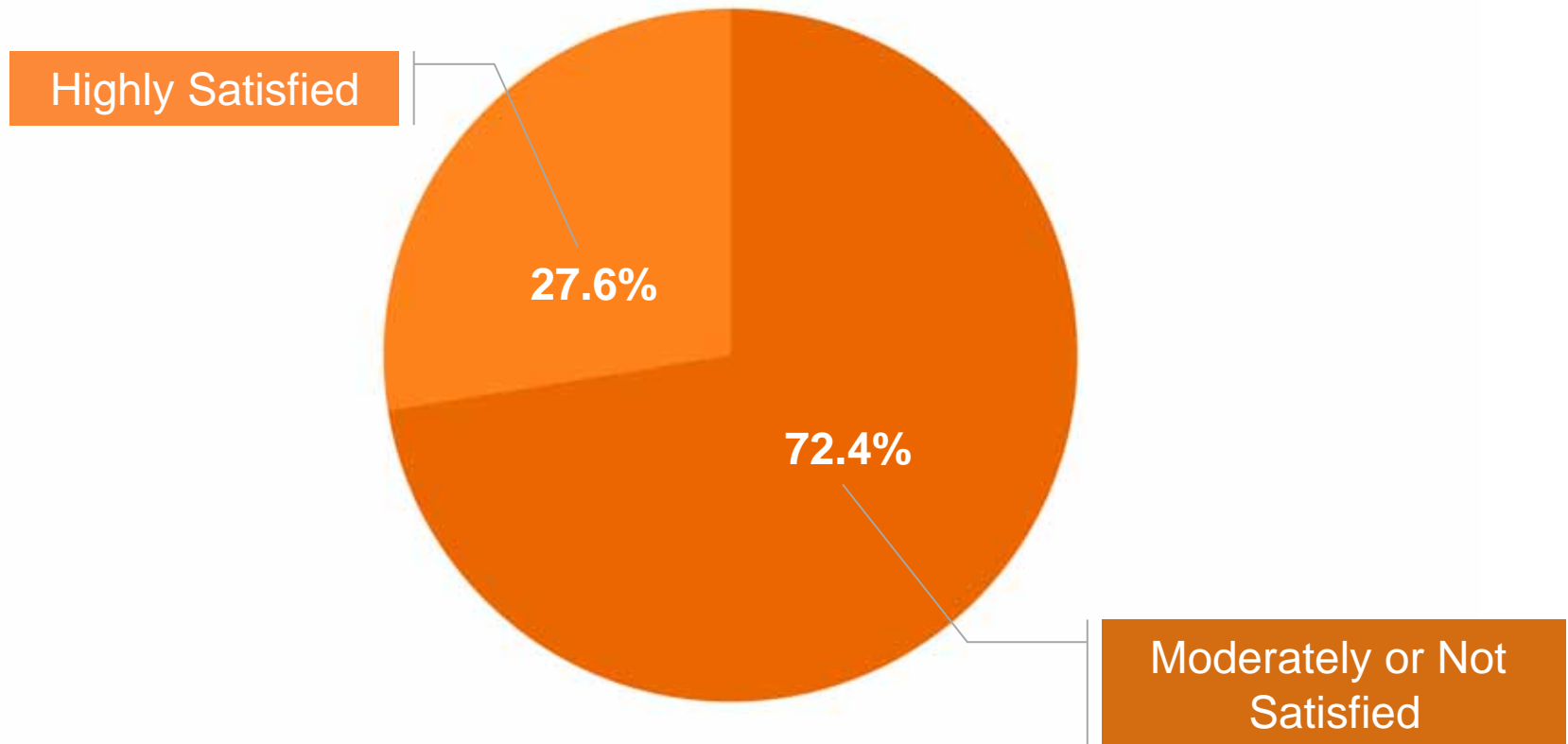
The Report Card

Allocate your time and resources where it matters

Importance	Factors	Threshold
Deal Breakers	Chemistry	Top advisors create chemistry by leveraging the Prerequisites
Prerequisites	Interpersonal Relationship	Not automatic, can be created by a skilled advisor
	Financial Expertise	Not a given, must be earned
	Communications Skills	Essential for 'chemistry'
Supportive	Marketing	Additive when accompanying other factors
Non-Starters	Shared Characteristics	Does not have to match
	Cost	Not an issue if value is perceived

Satisfaction

Relatively few women give high ratings to their advisors



Technical Factors Contributing to Satisfaction

Competency is not enough to ensure loyalty



Service and Relationship Skills

Solutions, empathy and a shared vision are valued



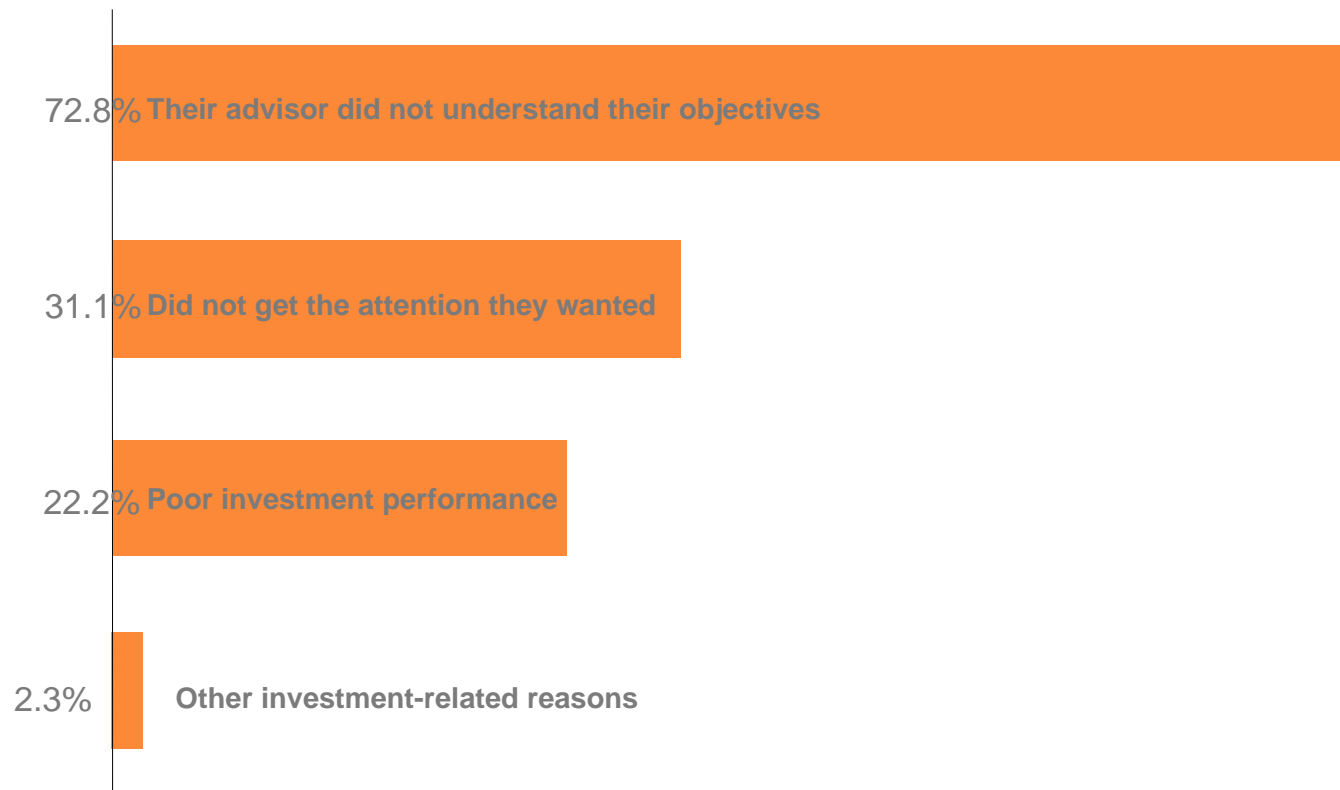
Beyond Performance... to Interaction

Regular contact increases satisfaction

	5 or < Calls	6+ Calls
Moderately or Not Satisfied	83.5%	0.0%
Highly Satisfied	16.5%	100.0%

Top Reasons for Firing an Advisor

Women prioritize service, understanding and connection

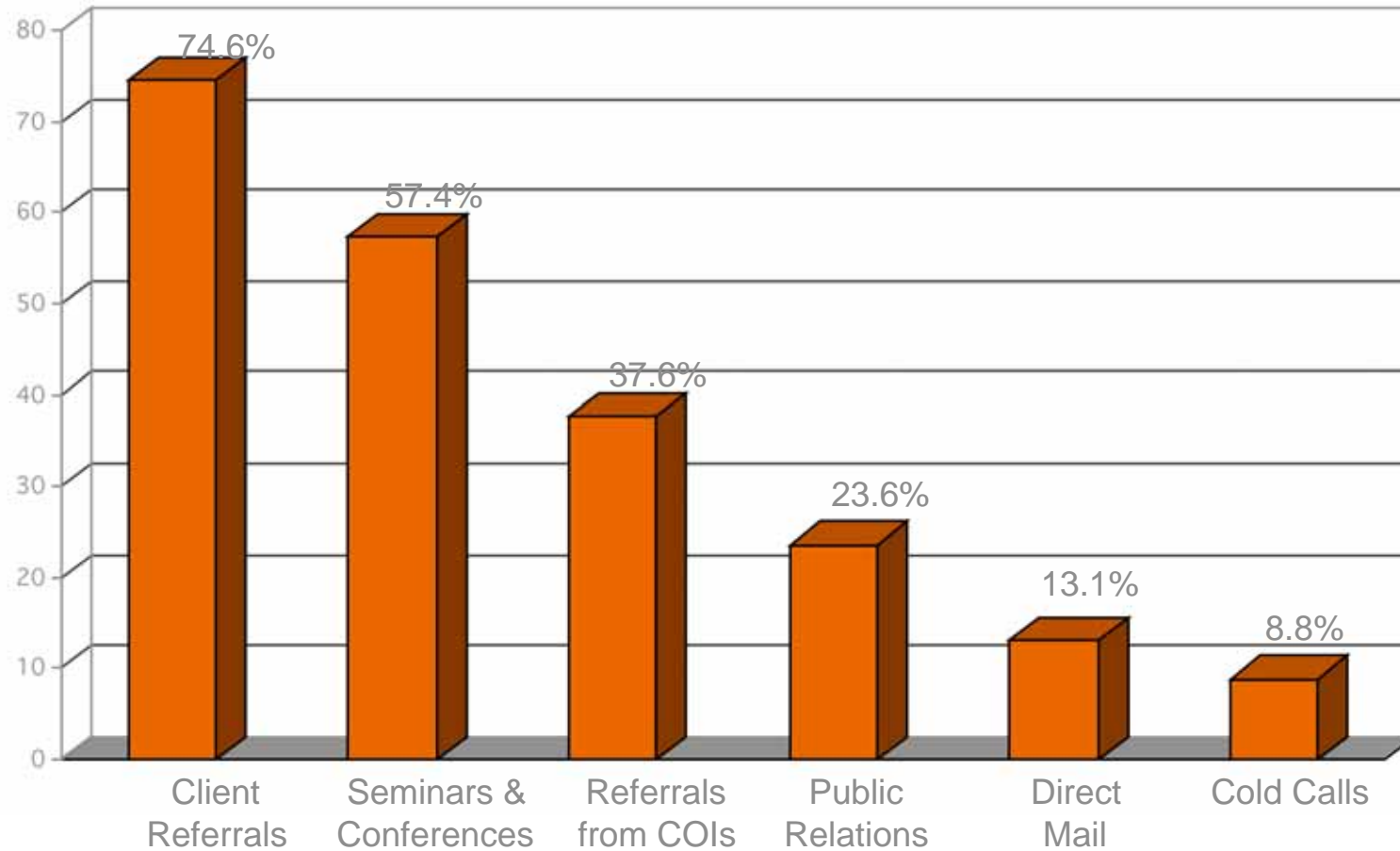




{ Best Practices for Finding &
Keeping Wealthy Female Clients }

The Advisor Perspective

Perceived value of prospecting strategies



Wealthier Clients Turn to Trusted Professionals

New Business Sources by Client Net Worth

Source	\$1M+	\$500k-\$1M	\$250k-\$500k	<\$250k
Client Referrals	5.8%	22.6%	39.7%	50.8%
Professional Referrals	76.9	65.1	41.3	28.0
Revenue Sharing	17.3	12.0	9.9	21.2
Other	0.0	0.2	3.1	3.8

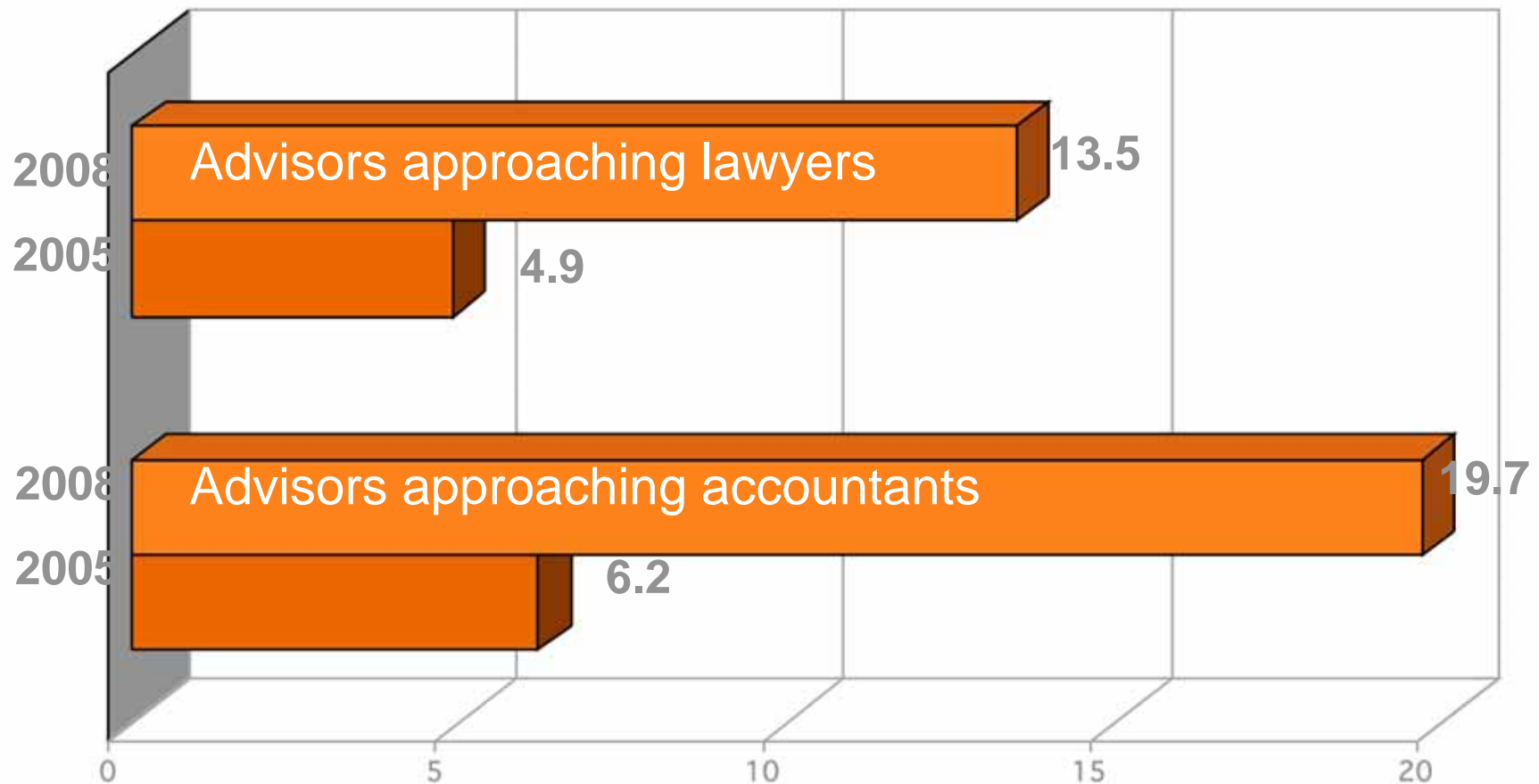
High-Net-Worth Advisors Rely on Professionals

New Business Sources by Business Model

Source	Multifamily Office	Wealth Manager	Product Specialist	Generalist
Client Referrals	16.7%	38.7%	4.9%	61.7%
Professional Referrals	52.3	57.9	17.5	31.7
Revenue Sharing	29.3	1.2	77.1	2.1
Other	1.7	2.2	0.6	4.4

An Increasingly Crowded Space

Economic downturn almost triples the competition



Most Advisors and COIs Interact Intermittently

The Typical Alliance
Periodic referrals of new business
One of many advisors that receive new business referrals
Not focused on sharing business opportunities
Not considered in the business planning process

What Has to Change?

Comparing Typical Alliances & Strategic Partnerships

Typical Alliances	Strategic Partnerships
Periodic referrals of new business	Regular referrals of new business
One of many advisors that receive new business referrals	The only or primary advisor for referral business
Not focused on sharing business opportunities	Actively looking for opportunities that benefit the partnership
Not considered in the business planning process	Central to one another's growth plans

Satisfied or Loyal?

There IS a difference and it matters to your business

Dissatisfaction

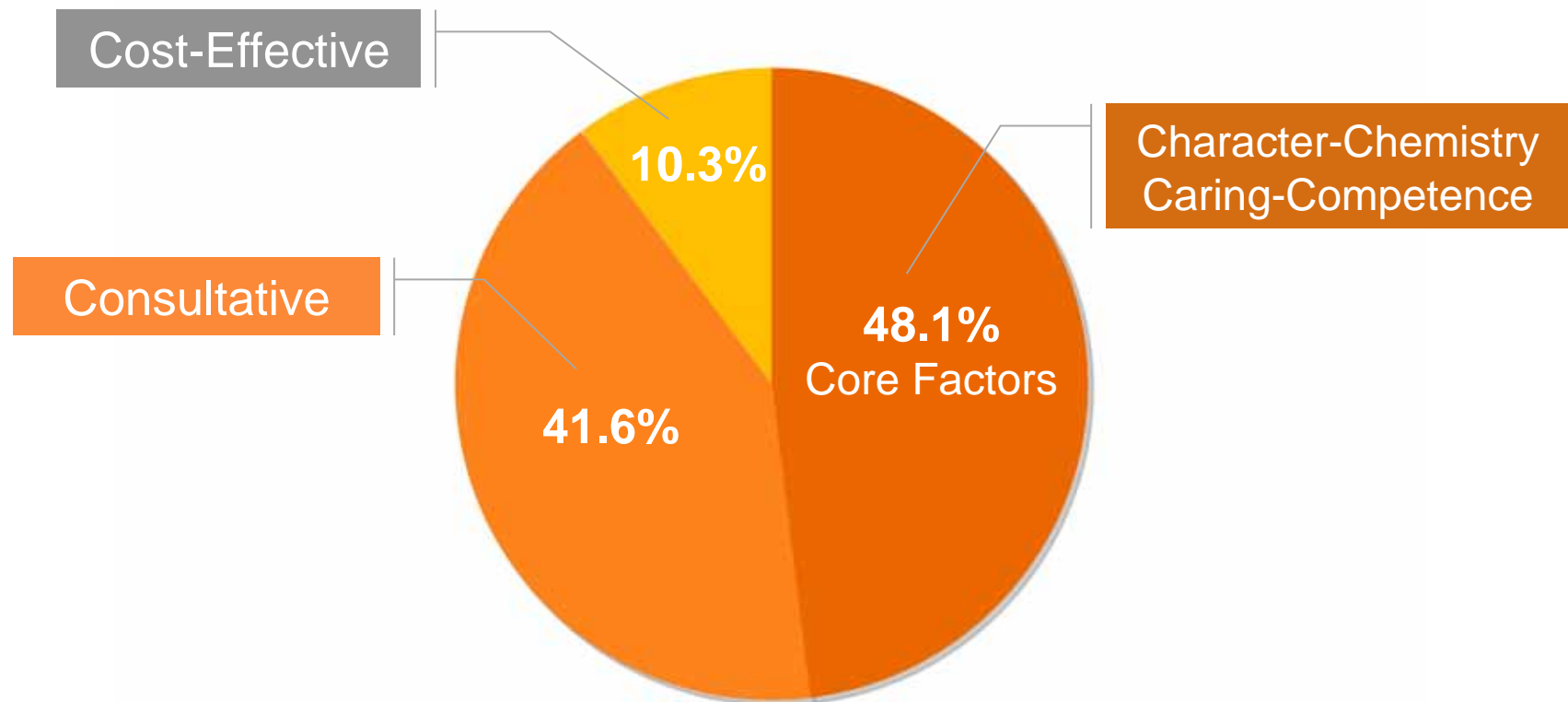
- Assets are at risk
- Accounts are at risk
- Trust is eroding
- Poor ratings and feedback

Loyalty

- Additional assets to manage
- Obtain a broader range of products and services
- Provide referrals

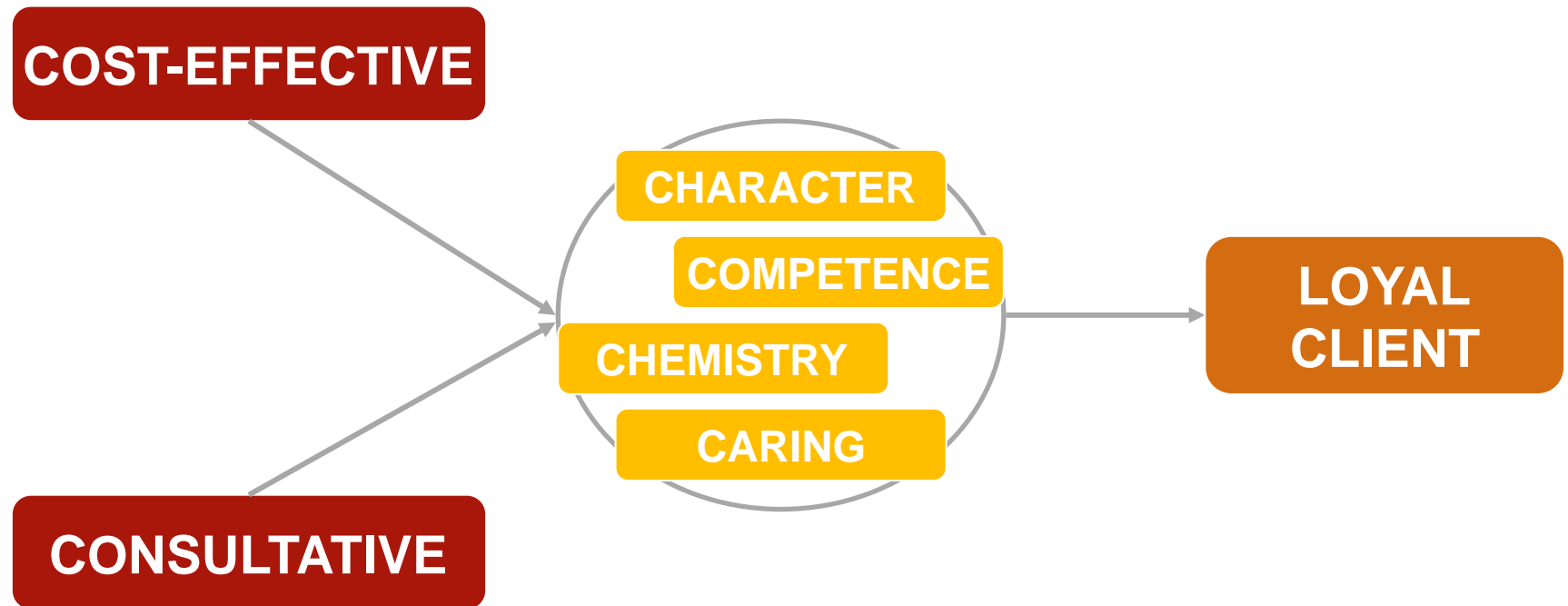
The Components of Loyalty

A structural deterministic model



The Framework for Loyalty

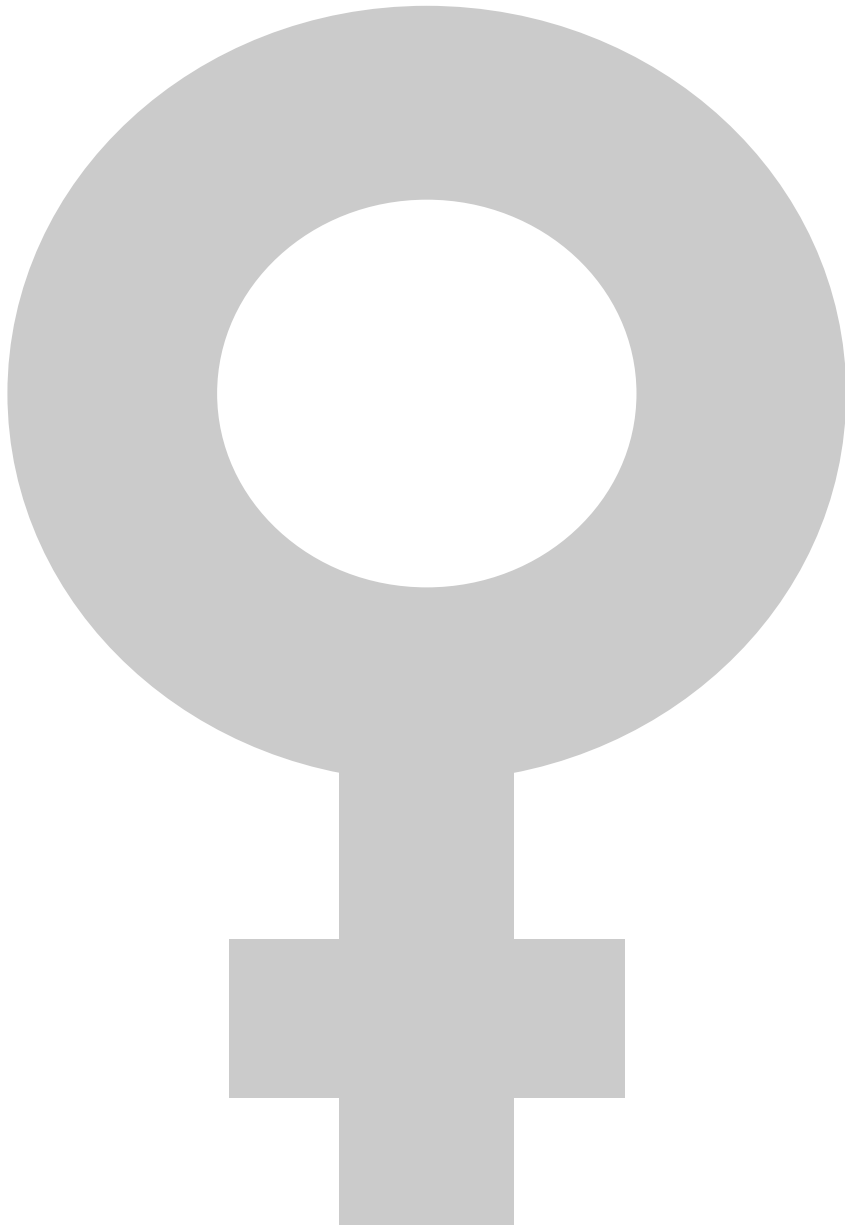
Every action is a chance to strengthen client relationships



The Top 10 List

Guiding principles for working with women of wealth

1. A younger, educated, relationship-oriented client who values her financial independence
2. She has limited knowledge and interest in financial concepts...
3. ...but is willing to rely on experts as needed
4. Her immediate needs and interests are in advanced planning disciplines
5. Source of wealth can be highly influential, especially in social and charitable arenas
6. Large majority are apathetic or dissatisfied when it comes to advisors
7. Strong interpersonal dynamics are valued above all else
8. Engendering loyalty among female clients will pay long-term dividends
9. Women ask for referrals and (usually) follow suit
10. Centers-of-influence are the most productive way to reach wealthy women



{ Thank You... }

RESEARCH NOTE: All data cited in this presentation is from Prince & Associates, Inc with the exception of the slides entitled "Limited Financial Knowledge" and "Use of Advisors" which is from a 2004 study conducted by Merrill Lynch.

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