Delivering Integrated Service:

The high-touch, high-customization model is built on knowledge… but requires breadth and depth of expertise, too

Private Wealth & Financial Advisor
Pre-Conference Workshop
March 11, 2013

HSGROVE

ON PRIVATE WEALTH

It Is Lifestyle

Building and maintaining a personalized environment

Making sure heirs are taken care of	90.6%
Luxury lifestyle	88.7%
Best practices for dealing with advisors and attorneys	86.8%
Sophisticated tax strategies	85.8%
Being unjustly sued	83.5%
Lifestyles of the exceptionally wealthy	83.2%
Family offices	78.9%
Making meaningful gifts to charity	78.2%
Not being able to meaningfully enhance lifestyle	77.9%
Losing money in a divorce or other family conflict	76.4%
Identity theft	73.6%

Ns=106, 127, 119, 182, 127, 113, 106, 106, 101, 106, 95 UHNW

Another Perspective on Priorities

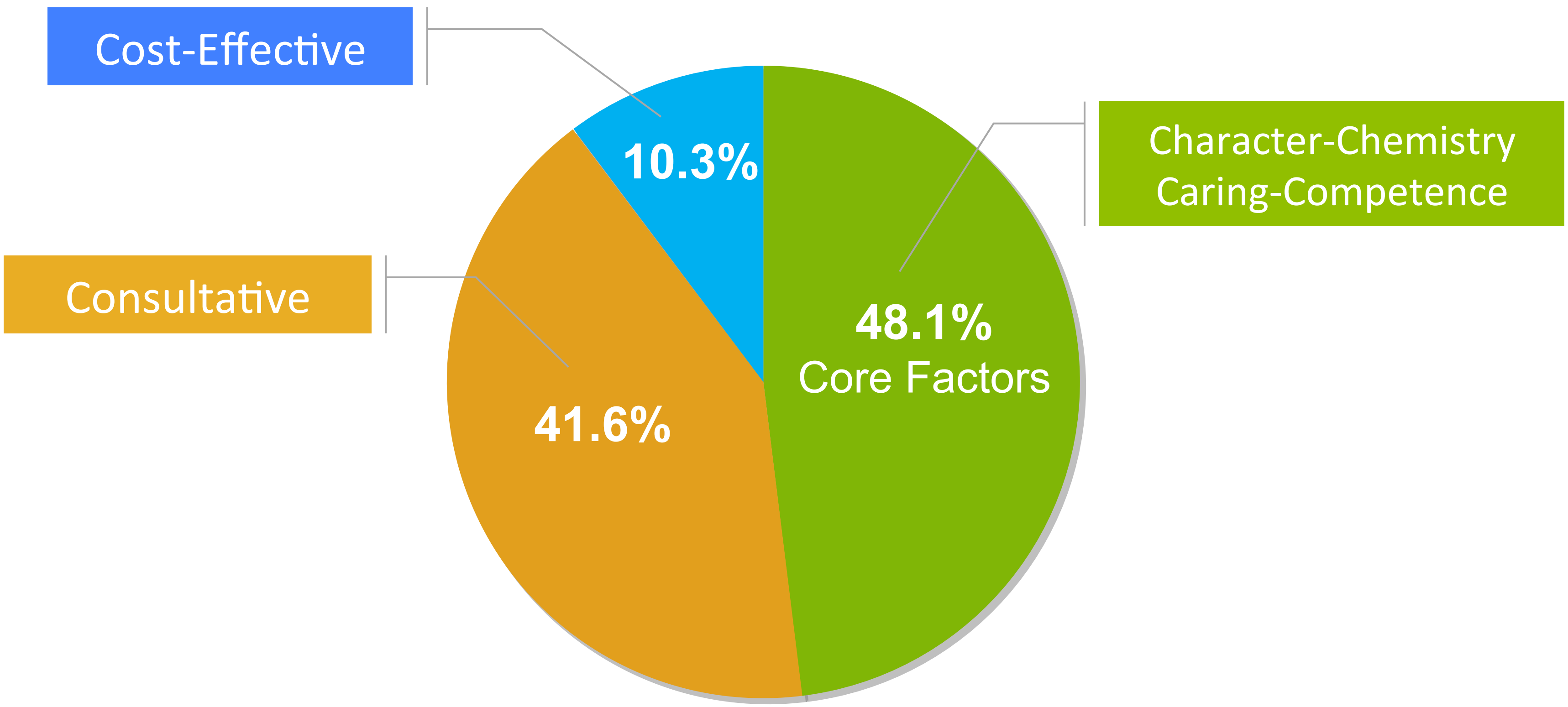
It's not always what you think…

Having enough money in retirement	0.0%
Paying for children's or grandchildren's education	0.0%
Taking care of parents	0.8%
Residential real estate market continuing to falter	5.7%
Budgeting	0.0%

Ns=127, 127, 127, 106, 106 UHNW

The Components of Loyalty

A structural deterministic model

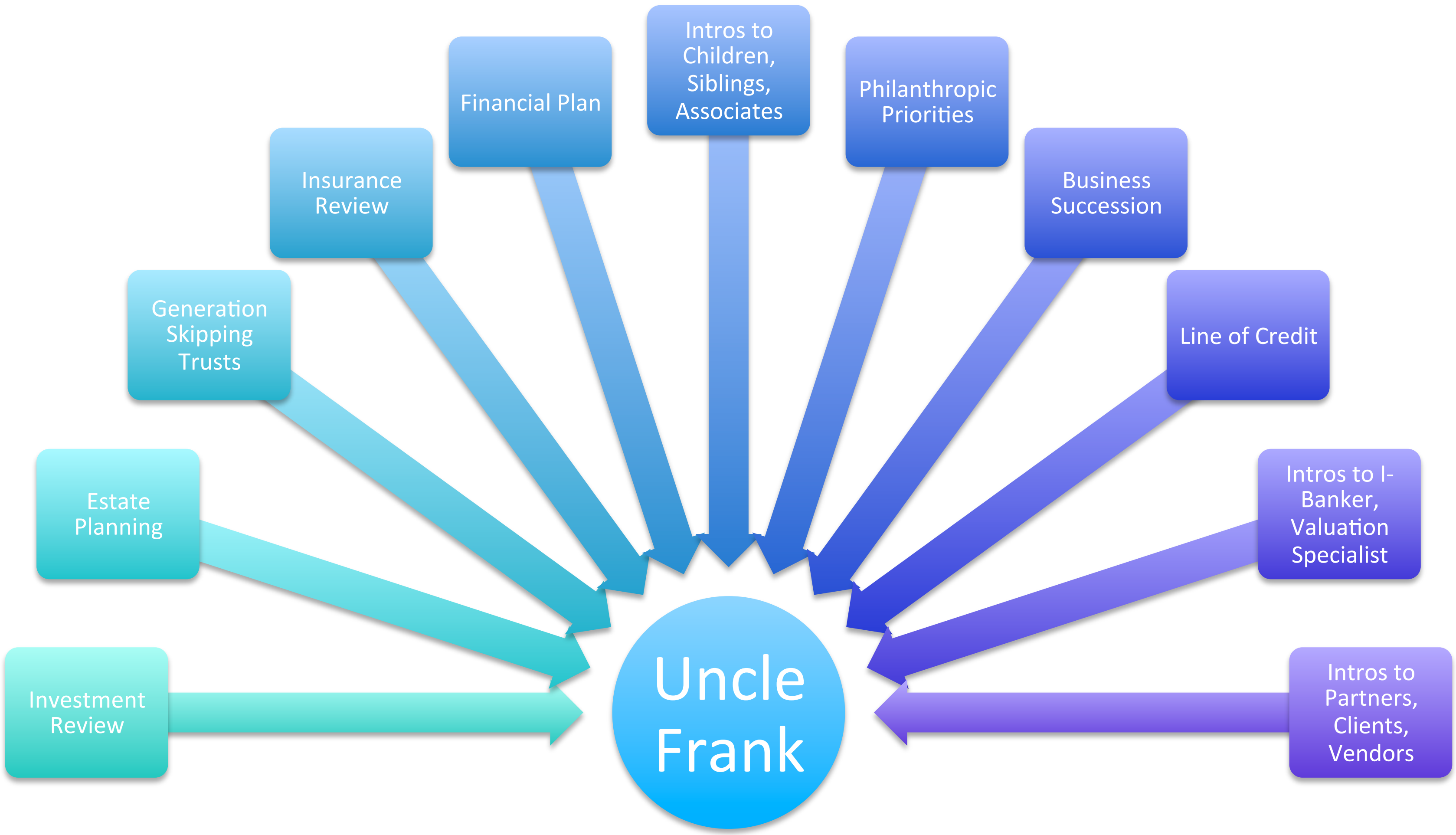


The Whole Client Model

A holistic profiling methodology

Your Best Use of a 30-Minute Client Meeting

Be conversant (not expert) in each area, have a network



Sourcing Affluent Clients

Most advisors concentrate efforts in two key areas

	Investment Consultants	Wealth Managers	Elite Practitioners
Client Referrals	93.5%	91.6%	74.3%
Professional Referrals	36.4%	70.6%	84.3%
Joint Ventures	20.2%	41.3%	32.9%
Seminars (invite only)	19.5%	12.6%	17.1%
Seminars (public)	14.5%	7.7%	11.4%
Other*	<4%	<6%	<8%

* Including PR, advertising, direct mail, cold calling

N=628

Source of Best 5 Clients in Last 2 Years

Past experience is no indication of current efforts

	Investment Consultants	Wealth Managers	Elite Practitioners
Client Referrals	15.4%	4.2%	2.9%
Professional Referrals	81.7%	86.7%	80.0%
Joint Ventures	2.9%	9.1%	17.1%

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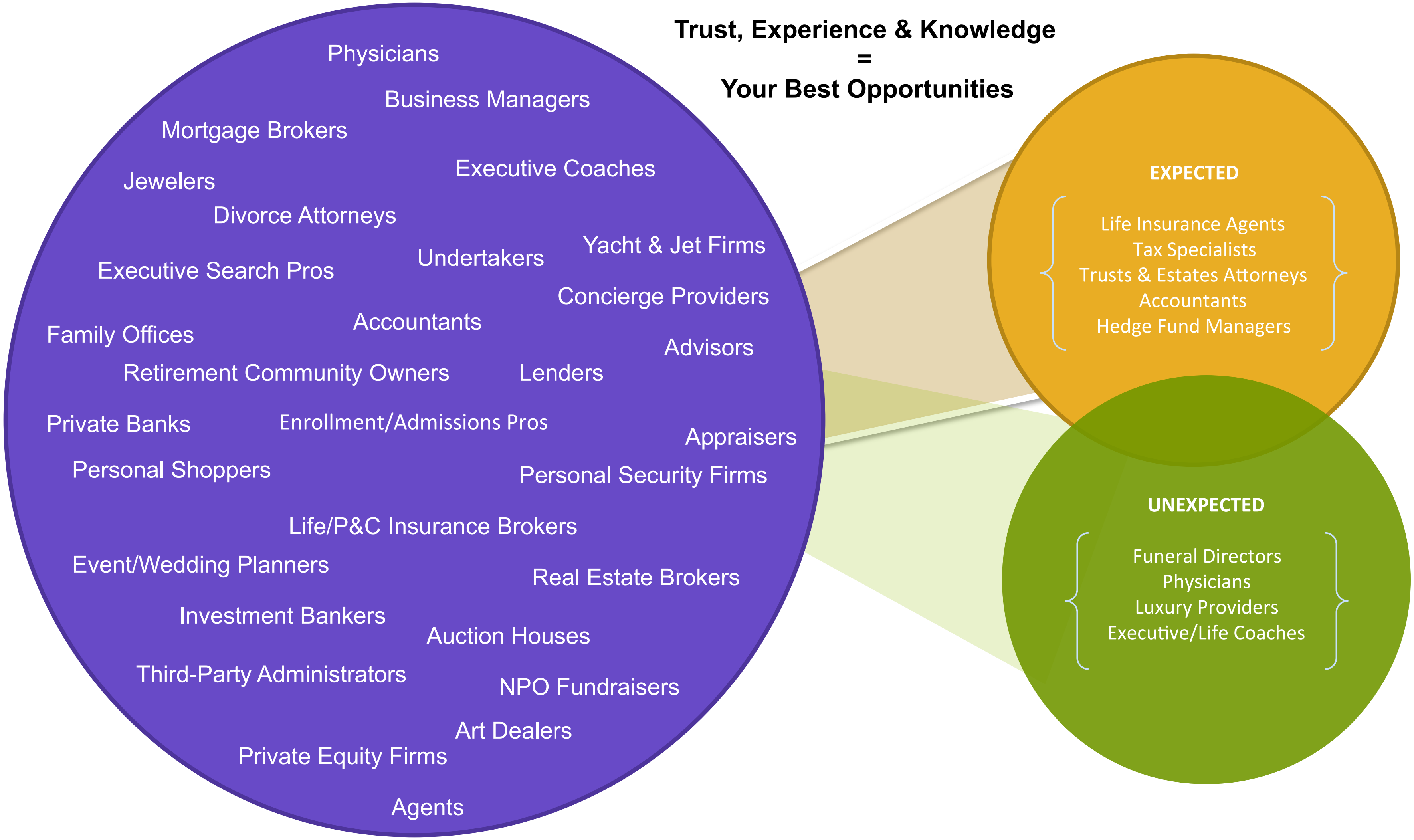
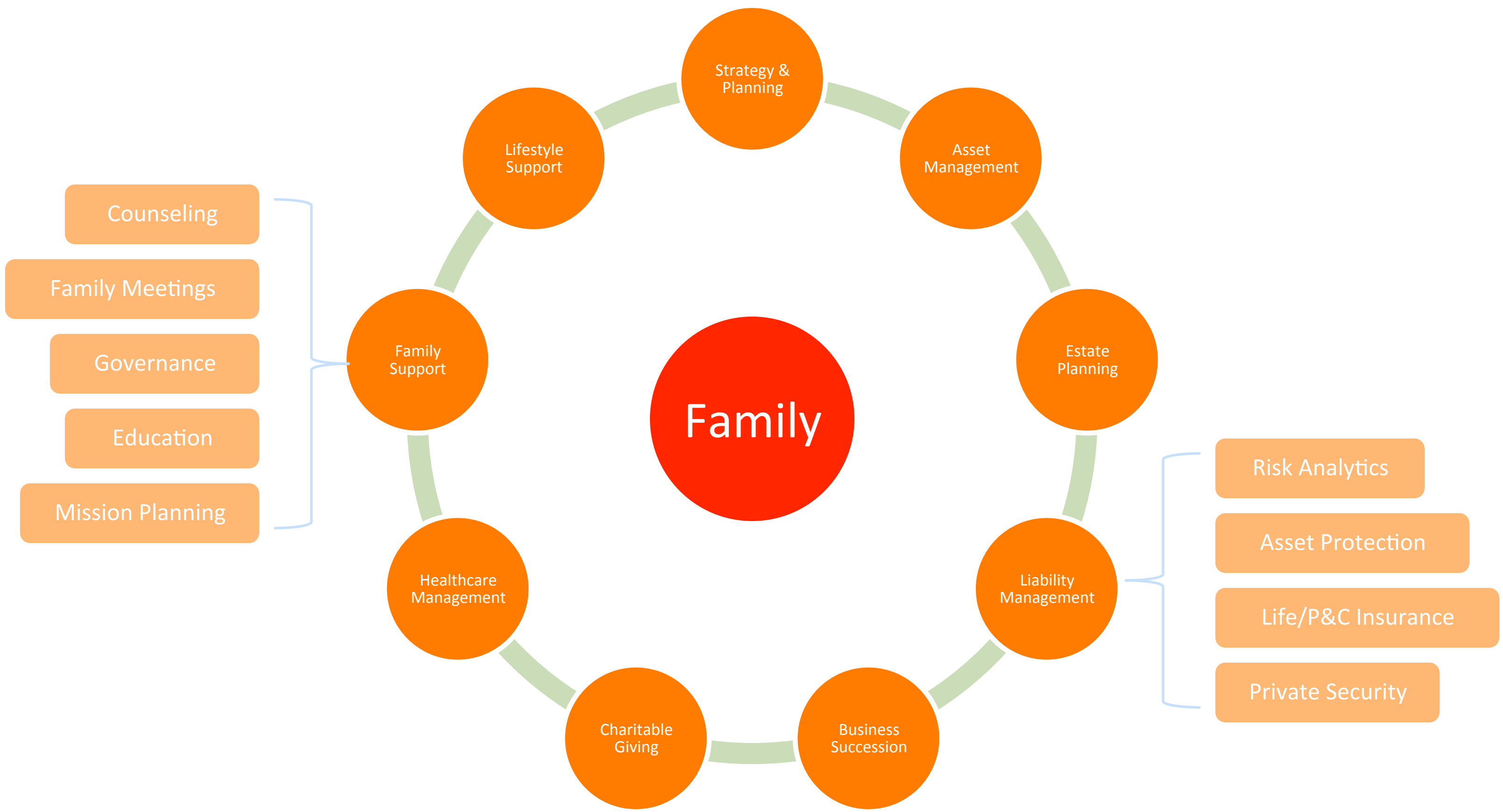
Virtually Limitless Possibilities

Professions that compliment yours create essential partnerships



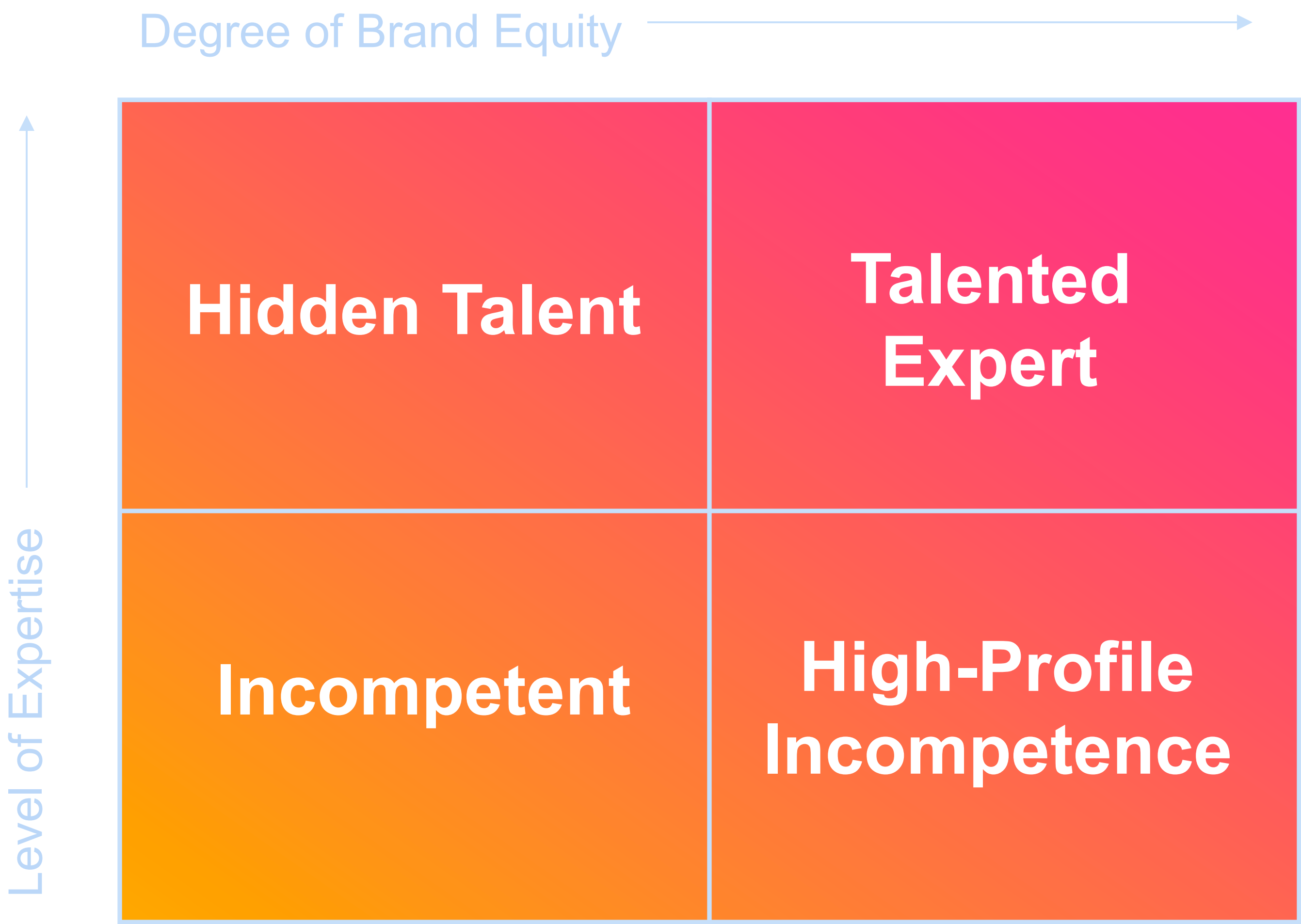
Networks in Networks in Networks

Virtual agreements make sourcing specialty services easier



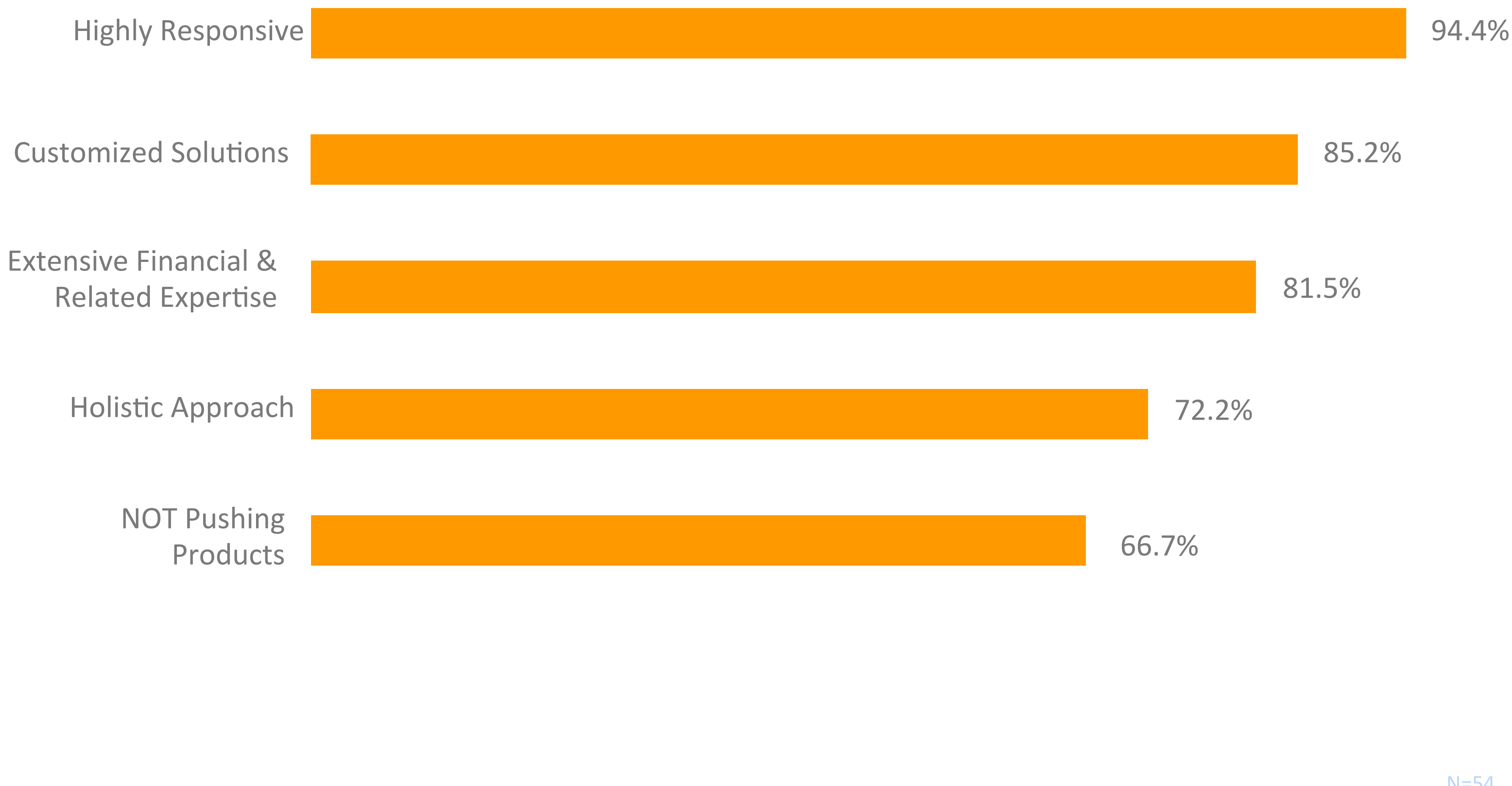
What You Know & Who Knows You

Combining a strong professional brand with expertise



Appeal of the Multi-family Office

Qualities that are synonymous with wealth management



What Makes a **Successful** Relationship?

Qualities borne from understanding and a shared vision

A feeling of trust

We have chemistry

The right amount of contact

You anticipate my family's needs

Investment expertise

You understand my goals

You're my go-to resource

I get answers to my questions

Solutions to my current issues

Many Thanks!!

hannah@hsgrove.com
www.hsgrove.com
www.pw-mag.com

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ON PRIVATE WEALTH

All data in the previous presentation is from Prince & Associates, Inc.