



The HNW Individual

Definitions



Mass Affluent

• \$200 k - \$1 million in liquid investable assets

High-Net-Worth (HNW)

• \$1 million - \$5 million in assets

Very-High-Net-Worth (VHNW)

• \$5 million - \$30 million in assets

Ultra-High-Net-Worth (UHNW)

• \$30 million+ in assets



The Competition









SYMMETRY The Client Journey FIRST LIVE CONTACT * **END**

4 Ways to Market to the HNW



- ✓ Have a strong, impactful Value Proposition & Niche
- ✓ Develop a Strong Digital Strategy
- ✓ Have a Referral strategy & utilize COIs
- ✓ Build Trust & Credibility



Tailor Your Value Prop – Focus on a Niche

The Value of Articulating Your Value



Advisors with a Mission/Value Proposition...



Source: DFA 2014 Benchmarking Survey

And Know Who You Want to Help



Firms with a documented ideal client persona & client value proposition attracted more new clients and assets in 2019



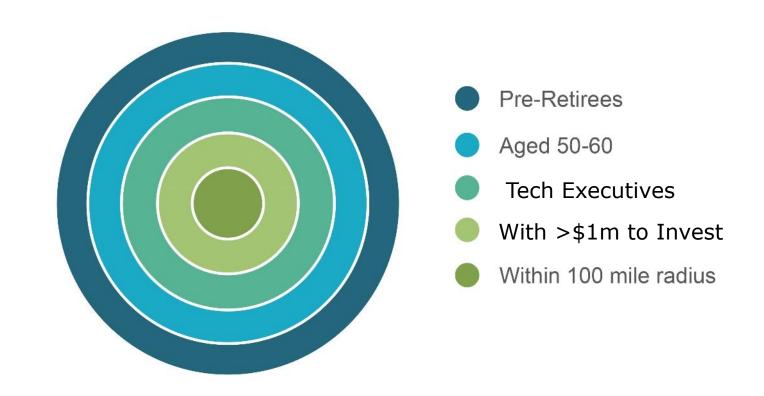


Source: 2020 RIA Benchmarking Study from Charles Schwab

The Power of Focus



Increases Likelihood You Will Get Results You Want to Achieve



HNW Niche Needs



Business Owners

- Retirement Plans
- Tax/Financial Planning
- Trust Services
- Charitable Planning

Next Gen Wealth

- Digital Access
- Tech Savvy Advisor
- Education Financing
- Impact/ESG Investing

Female Investors

- Estate Planning
- Long-term Care Planning
- Retirement Income

Professionals

- Debt Management
- Liability Protection
- Private Banking
- Succession Planning

SYMMETRY®

How You Describe Yourself is How Others Will Describe You

A mission statement /value proposition succinctly describes:

- What you do
- Who you do it for, and
- The value you provide

Tell me more

Earn the next conversation

Principles for Great Mission Statements



- A great mission statement...
- Has to reflect
 - who you are
 - what you do
 - who you serve
 - outcomes you provide
- Is short and succinct
- Uses everyday language
- Transparent (no secret sauce)
- Earns next conversation

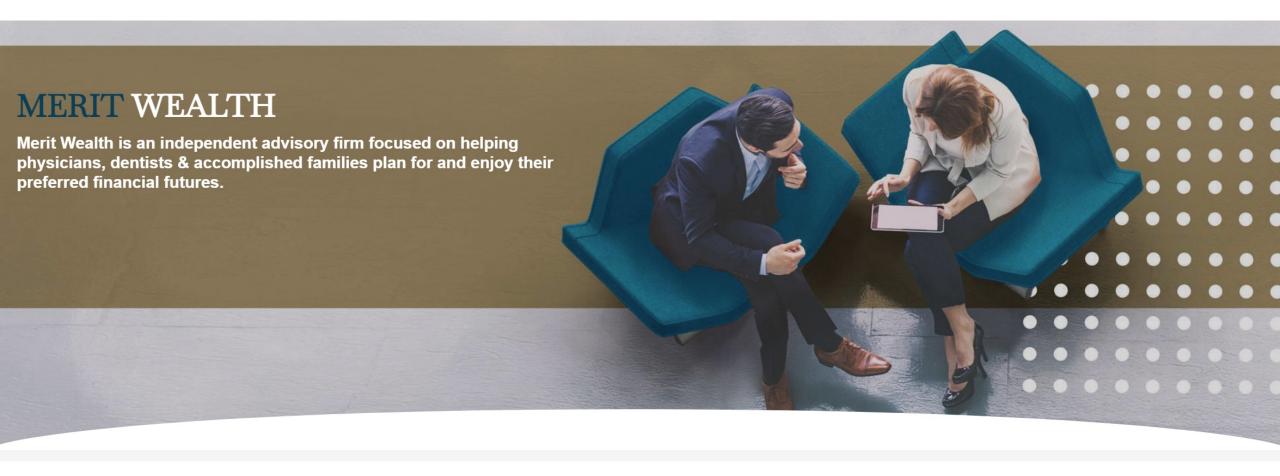
EXCEPTIONAL PLANNING FOR EXTRAORDINARY PEOPLE

At Boyd Wealth Management, we are proud to specialize in providing tailored solutions for individuals and businesses with \$2 million to \$20 million in investable assets.

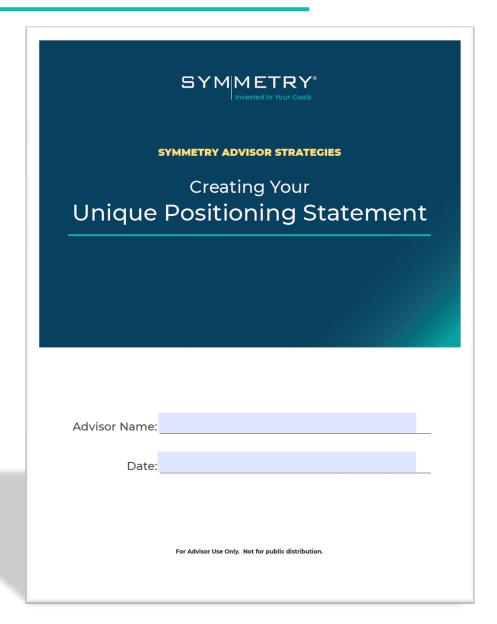


Value Props





Symmetry Value Prop Resources





Get Referrals

Referrals are Top Strategic Initiatives

Rank		Percent of	of firms 2019
1	Acquire new clients through client referrals	42%	37%
2	Acquire new clients through business referrals	26%	26%
3	Improve productivity with new technology	22%	24%
4	Enhance strategic planning and execution	22%	24%
5	Recruit staff to increase firm's skill set/capacity	21%	24%
6	Improve satisfaction for existing clients	17%	16%

Key Referral Facts

- 70% of loyal millionaires likely to refer primary advisor, yet only 10.7% of advisors ask for referrals
- People 400% more likely to become clients when referred by friend
- 92% of consumers trust recommendations from people they know
- Referrals influence up to 50% of ALL purchasing decisions and generate more than 2x the sales of paid advertising
- Referred customers are 25% more loyal, and more profitable
- Lifetime value of referred client 16% higher than non-referred clients

How Affluent Search for Financial Advisors

	<45	45-65	>65
Ask family/friends for recommendations	39%	46%	45%
Ask another professional for recommendations	13%	21%	34%
Search online	43%	27%	10%
None of the above	5%	6%	11%



Creating a Referral System

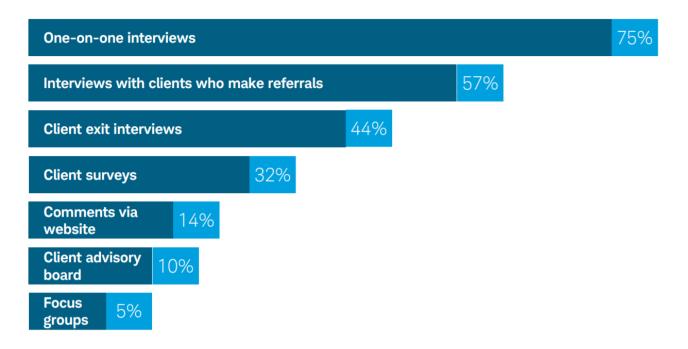
Step 1. Start with Your Best Clients



Get them Engaged

Client feedback provides data and insights that can help firms understand what clients value.

Firms up to \$100M using feedback channel



Source: 2020 RIA Benchmarking Study from Charles Schwab

2. Have This Referral Conversation



- Make a list of 10 clients you'd like to replicate (and who value your work together)
- Call each of these clients and say...

"We're considering some changes in how we go about marketing [or business development] at our firm, and I could use your help. Could we meet for 15 minutes, so I could ask you some questions?"

2. Have This Referral Conversation



(Cont.)

When you meet...say:

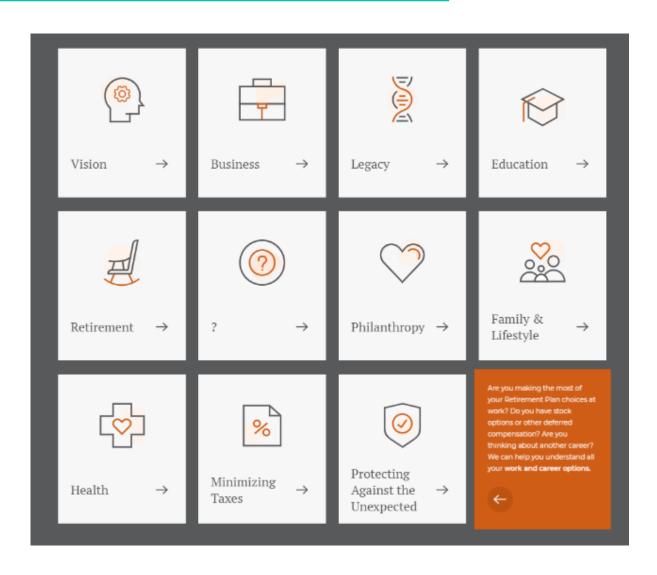
"I've really enjoyed working with you, and I would love more clients just like you. If you were me, how would you go about that?"

....And then be quiet

Source: Carl Richards

3. Educate Clients on All You Do





4. Educate Clients on How to Refer



- Good Referral: "My financial advisor specializes in working with business owners and entrepreneurs, and I know you're thinking of selling your business. You should give my advisor a call."
- Not a Referral: "You should call my financial advisor, she's great."

- Good Referral: "My financial advisor has helped us put in place a plan so we can retire at 62. You should give her a call.
- Not a Referral: "You should call my financial advisor, she's amazing."

5. Remove the Risk



People are sometimes hesitant to provide referrals because they're putting their reputation on the line and don't want to look bad

- Let clients know that referrals get extra service and attention from you and that you won't pester the referral with calls/emails
- Give Clients the Right to Say "No"
- Keep the client posted on the status of the referral
- Don't forget a "Thank You" note

6. Ensure Referrals Can Validate You Online SYMMETRY®

Your Digital Ecosystem Should Supports Referrals



7. Build Business/Social Relationships



Affluent Investors Who...

Had a social lunch	65% referred*
Did something socially	59% referred
Worked alongside advisor in charitable efforts	59% referred
Engaged in hobbies or activities with advisor	56% referred
Were invited to advisor's home for dinner	52% referred
Met advisor's spouse	45% referred
Share a common interest or hobby with advisor	44% referred
Went to a social event hosted by advisor	42% referred

Source: Oeschli 2016 Affluent Investor Survey

8. Give Referrals

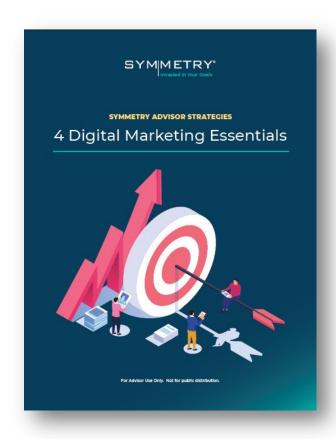


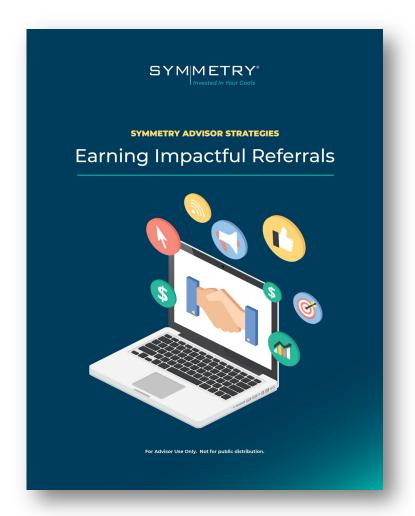
- Establishes you as trusted resource
- Activates "Reciprocity Principle"

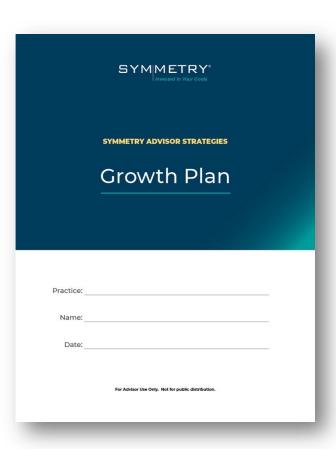


- Refer clients to COIs
- Provide referrals to clients as appropriate—especially those who are lawyers, doctors, business owners, managers, etc.
- Provide other useful referrals for client (architects, plumbers, etc.)

Symmetry Referral Resources









Develop a Digital Strategy

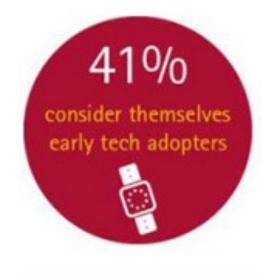
Your Digital Ecosystem



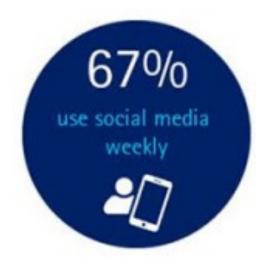


Your Digital Ecosystem









Source: Business Wire

How Affluent Search for Financial Advisors SYMMETRY



	<45	45-65	>65
Ask family/friends for recommendations	39%	46%	45%
Ask another professional for recommendations	13%	21%	34%
Search online	43%	27%	10%
None of the above	5%	6%	11%

Source: Oeschli .com study of Investors with a minimum of \$500K, 2019

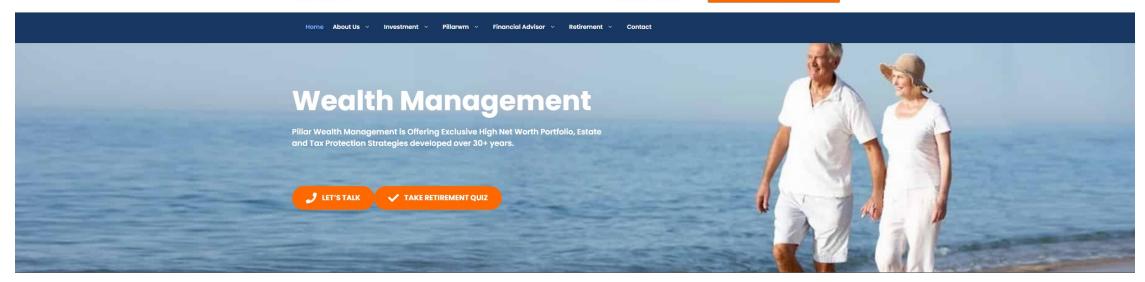
Your Website







Get a Free Consultation





Testimonial From Satisfied Clients

Testimonial from Col. Robert B.

I have worked with Chris Snyder, handling my investments for over 30 years. During this time I developed a personal relationship with Chris and am very pleased with the personal attention he has paid to my investments. When I was getting ready to retire I

66

Chris and Hutch

Chris and Hutch knew they had to build their business based on personal contact and trust. They invested in this aspect and offered seminars over free dinners to get to know their clients on a personal level. This allowed us to get to know Chris personally and realize that we see

66

Thanks so much for making our life effortless

With our retirement we were searching for an advisor to invest our money. We found an advisor who seemed knowledgeable. She promised the moon with large investments. When our papers or arrived it wasn't



Founder And President

- Bachelors of Finance, Saint Louis University
- Master of International Business, Saint Louis University
- Master Business Administration, Webster University
- Series 6, 7, 63, 65 and Life & Health Licenses
- Financial Services Experience 28 years

Jeff is responsible for the overall direction of the firm. Jeff is dedicated to his clients by assisting them with a long-term financial plan, so they can live with confidence and freedom.

Email

To check the professional background of this financial advisor, please click here.



Michael Leonardo, CFS®

Partner, Senior Financial Advisor

P: 401.288.1463 +text E: mleonardo@axiswp.com





SYMMETRY*

Areas of Expertise

- > Retirement Income Planning
- Retirement Accumulation
- Planning
- > Estate Planning Strategies Business Retirement Plan
- Strategies
- Investment and Asset Management Planning

What do you enjoy most about being part of the Axis team?

True independence and complete ownership of my practice as well as having direct input into the decision-making process around all aspects of technology and investment management.

What professional achievement are you most proud of and why?

Assisting my clients reach their retirement "finish line" and enabling them to live out their retirement as the have always hoped and planned

If you could spend the day with anyone, who would it be and what would you like to learn?

Jamie Diamond CEO of JP Morgan...how to manage a small business the same way he manages a Global Entity...how he motivates his employees and maintains their dedication to the company beyond compensation.

What is your most treasured memory?

Being there when my first grandchild was born

What is your favorite quote and why?

Be fearful when people are greedy.... be greedy when people are fearful "Warren Buffet"

What are you passionate about?

On a personal non-professional level - my passion is Photography...I love capturing moments in people's lives that will never be forgotten.... My personal quote: "Photos are HISTORY...HISTORY is FOREVER"

SYMMETRY®



CHRISTOPHER T.
CANNON, MSAPM, CFP®,
RICP®, AIF®
Managing Partner & Wealth
Management Advisor
View Profile >



TYLER COX, AIF®, CPFA
Managing Partner & Retirement
Plan Advisor
View Profile >



DONALD J. SETTINA, CFP®, AIFA®, PPC®, CLU®, CAP® Advisor & Chairman Emeritus View Profile >



KATIE CLARK, CPFA, FPQP®
Client Service Manager
View Profile >



CYNTHIA MAKOWSKI
CFO & COO
View Profile >



KEITH TRAFFICAN
Wealth Management Advisor
View Profile >

Keeping it Fun

We're serious about helping you Retire Right.
(But we can't be all serious all the time.)

6 NON-FINANCIAL THINGS TO KNOW ABOUT RETIRERIGHT

THE NAME OF KATIE'S THICK, JUICY ENGLISH BULLDOG?

WHO HAS MORE GOLF TROPHIES – DON OR CINDY?

DON HAS 27 PAIRS OF GLASSES... LOVING TERM OF ENDEARMENT CHRIS IS CALLED BY HIS CHILDREN?

TYLER, AN AVID HUNTER, HAS TAKEN DOWN MULTIPLE DEER. HIS WEAPON OF CHOICE?

OFFICIAL
RETIRERIGHT OFFICE
SPORT?



Keeping it Fun

We're serious about helping you Retire Right. (But we can't be all serious all the time.)

6 NON-FINANCIAL THINGS TO KNOW ABOUT RETIRERIGHT

THE NAME OF KATIE'S THICK, JUICY ENGLISH BULLDOG?

WHO HAS MORE GOLF TROPHIES – DON OR CINDY?

DON HAS 27 PAIRS OF GLASSES...



TYLER, AN AVID HUNTER, HAS TAKEN DOWN MULTIPLE DEER. HIS WEAPON OF CHOICE?

OFFICIAL
RETIRERIGHT OFFICE
SPORT?



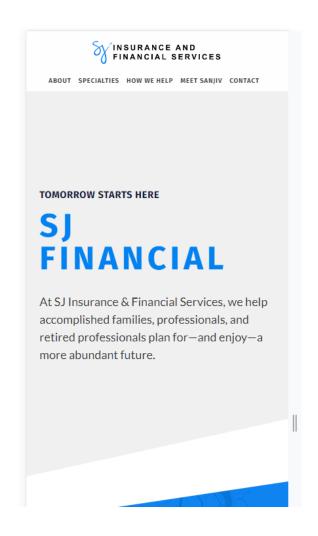
Be Personal

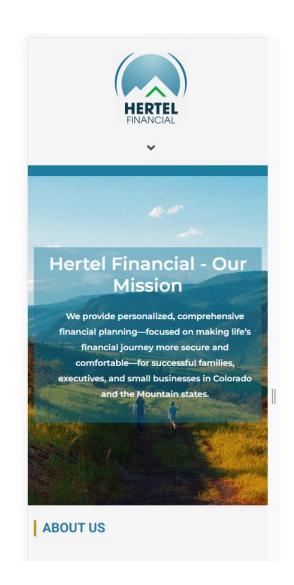




Optimize for Mobile









Create an Offer- Educate



Retirement Readiness Assessment

With life expectancy rates increasing, an abundance of information at everyone's fingertips and more options than ever before, it can be difficult to know where to start when it comes to planning your future in retirement. While the possibilities may seem endless, adding a little structure and organization to the thought process can provide you with clarity and direction. This self-assessment can help you gauge where you are doing well and where you may endea ddittional help and advice.

General

- 1. I know and have discussed when I would like to retire and what that looks like for me.
- __Yes __N
- 2. I have used a life expectancy calculator (such as this one) to determine my potential longevity.
 - __Yes __ No
- 3. I have identified the top 3 priorities I'd like to focus on in retirement.
 - __Yes __N
- 4. I have a wellness plan that incorporates physical activity and nutrition into my life.
- __Yes __N
- 5. I am ready for this next chapter of my life.
- __Yes __ No



HOME



The good news: We are living longer, healthier lives. A typical 65-year-old baby boomer couple could spend as much as 25 – 30 years in retirement. And as medical advances continue, reaching 100 or more will become increasingly common.

The bad news: Too many people don't have a retirement plan that can keep them comfortable for 30+ years. For many, there is a real risk of outliving their money. Our Retirement Readiness Assessment can help you think through the key issues and challenges you will need to plan for.



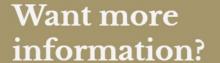


SYMMETRY*





SYMMETRY"



Download our Information Sheet on The Doctor's Retirement Plan!



Download



For HPA Members

HPA Website

Use Digital Ads





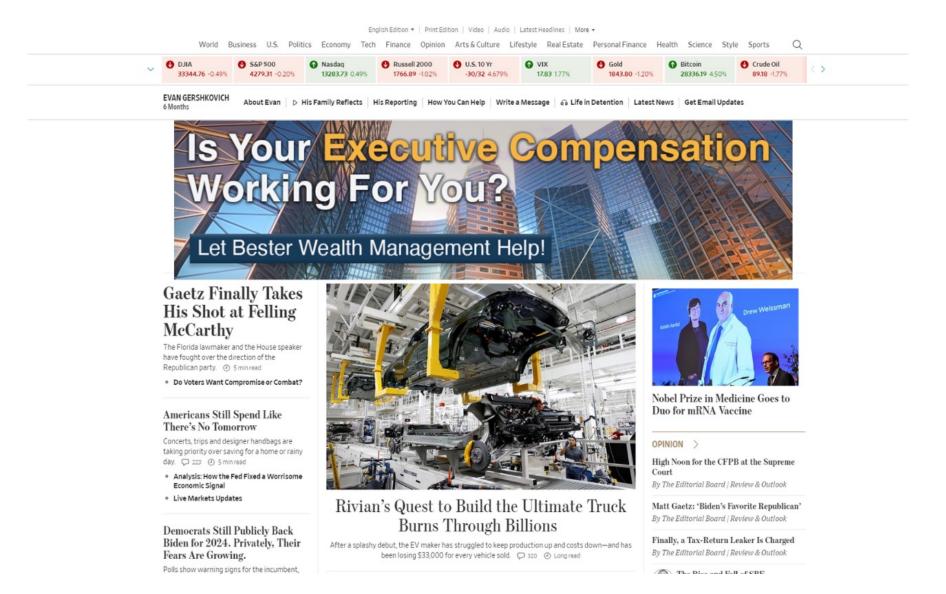






Use Digital Ads





HNW on Social



How the HNW are using Social Media



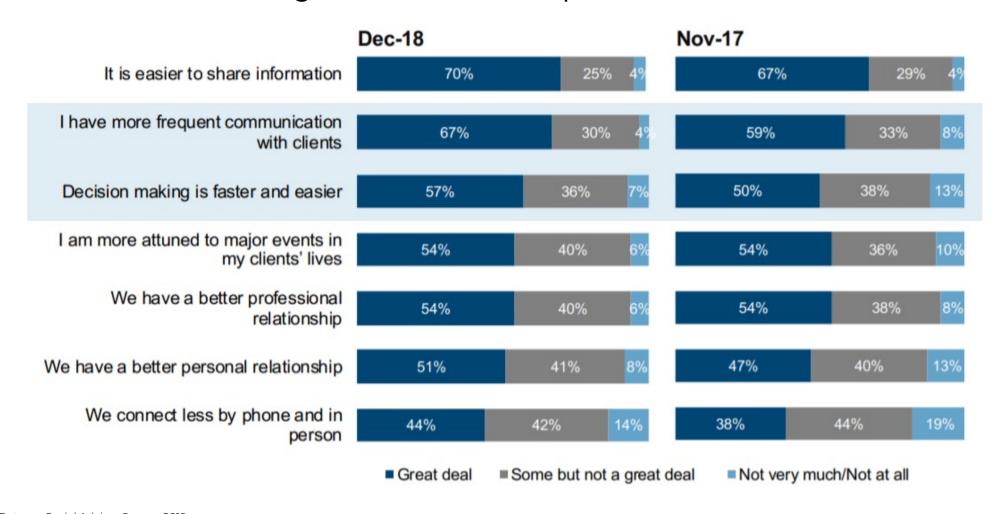


Source: Putnam Social Advisor Survey, 2019

Client Impact



How Social Media Has Changed Client Relationships



Source: Putnam Social Advisor Survey, 2019

Social Media's Growing Impact



- 50% of investors say social media impacts whom they hire as a financial professional
- 20% of investors said that an Advisor's social media was the sole deciding factor in their decision-making process

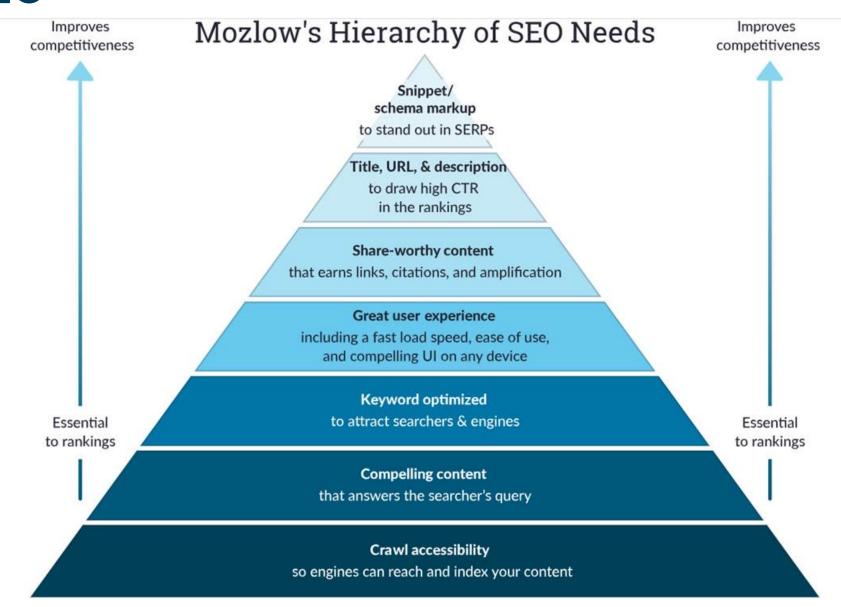
Social Media Habits of Successful Advisors



- Have a presence. You have to be online to expect success
- Post frequently. On average, the successful Advisor is active on their social networks 21 days out of every month
- Diversify. Top-performing Advisors use four or more social networks
- Blend the personal and professional. Reconnect with old friends and colleagues; post content about work as well as personal interests
- Nurture. Social media can be a long-term, ongoing effort



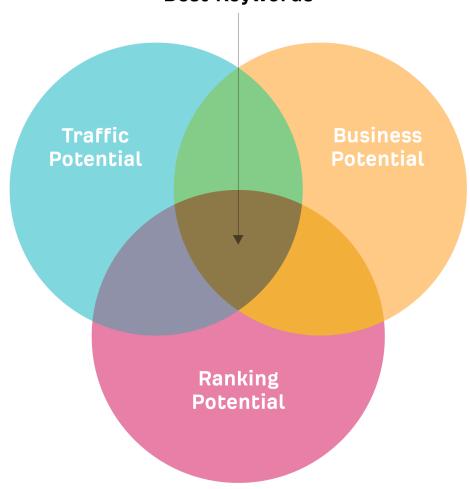
SEO



Keyword Research







Financial Planner for Executives

Wealth Manager

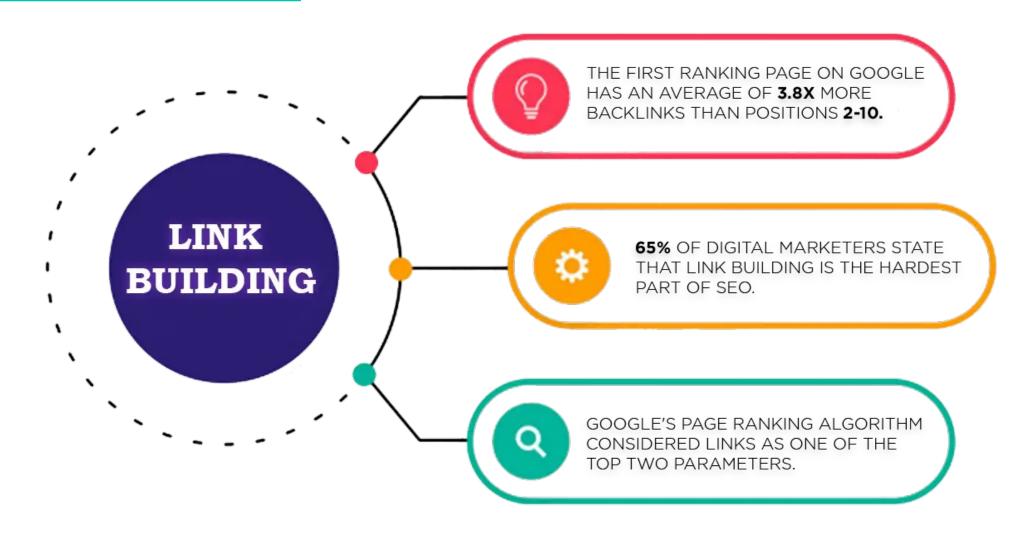
Tax Planning Advisor

Family Wealth Advisor

Financial Advisor

Link Building







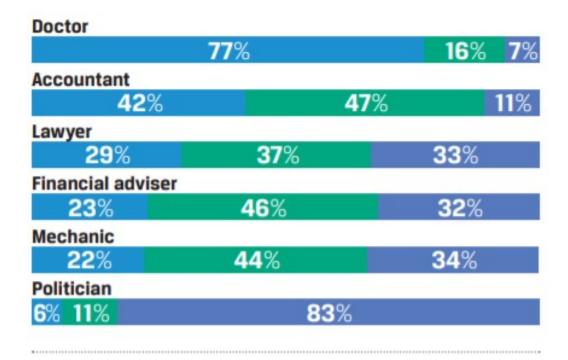
BUILDING TRUST & CREDIBILITY

Trust Could Be a Lot Better



WHICH OF THE FOLLOWING TYPES OF PEOPLE DO YOU CONSIDER TO BE MORE TRUSTWORTHY? (RETAIL INVESTORS)

- High (ranked 1 or 2)
- Medium (ranked 3 or 4)
- Low (ranked 5 or 6)

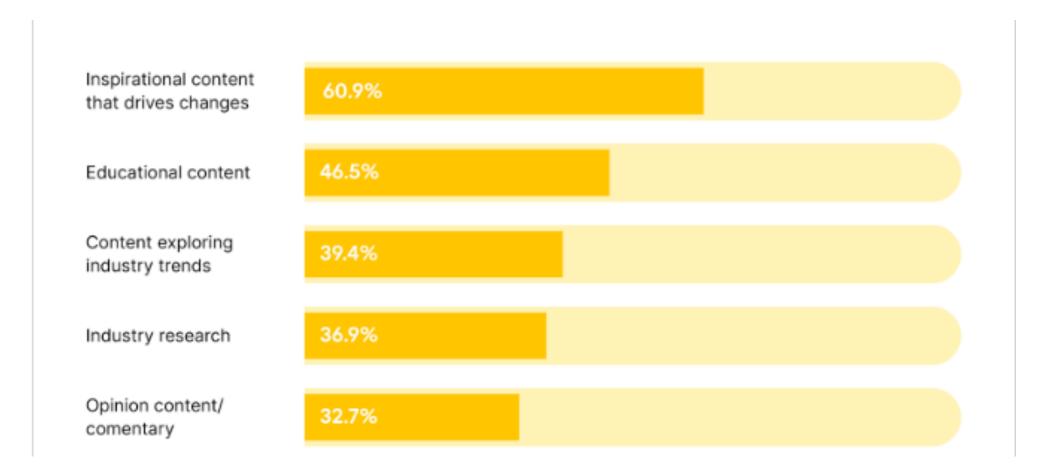


Source: Earning Investors' Trust How the Desire for Information, Innovation, and Influence Is Shaping Client Relationships, CFA Institute, 2020

Be a Thought Leader



What content can you create that showcases you as w thought leader?



Source: semrush.com

Be Transparent



"What if, and I know this sounds kooky, we were transparent in our communications"

Be Consistent Everywhere



"The quickest way to earn customer trust is through consistency."
— Bryan Carter, thinkwebstore.com





Home

About Us

Our Team

Our Services

Our Advice Process

Resources

Articles

Join Us

Contact Us

Welcome to Eureka Whittaker Macnaught



Eureka is a multi-award winning practice which provides great advice to enable people to achieve their financial and life objectives.

Eureka has lead the financial planning profession's transition from investment commission to fee for service remuneration. Our philosophy is that clients need to understand investment and advice costs and they should be separate and clear. Conflicts of interest should be avoided, or disclosed and managed.

For a detailed profile on our experienced financial advisers refer to our Financial Services Guide.

V



Eureka Whittaker Macnaught

@EurekaWhittakerMacnau ght

Home

About

Photos

Likes

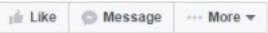
Videos

Events

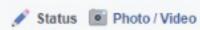
Posts

Create a Page





Contact Us





Write something on this Page...



Eureka Whittaker Macnaught

July 26 at 1:47am · @

Look out for Eureka Whittaker Macnaught CEO Greg Cook on A Current Affair tonight at 7pm. Talking about the pitfalls of people committing 10% of

Financial Planning · Sydney, Australia CLOSED NOW

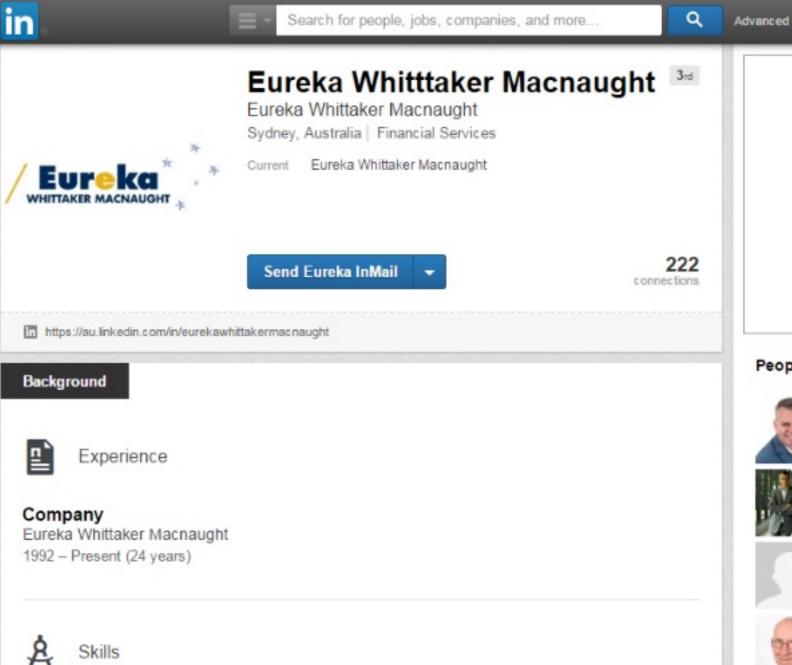
Q Search for posts on this Page



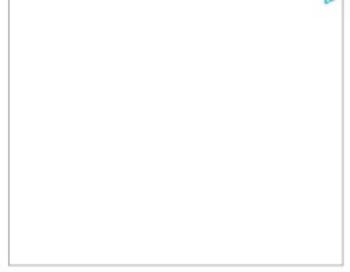
267 people like this



1 person has been here



Top Skills



People Also Viewed



Greg Cook CEO, Eureka Whittaker Macnaught



Andrew Jones CFO, Eureka Whittaker Macnaught



Noel Whittaker Co-founder - Whittaker Macnaught



Peter Mill We make plans happen | Aged Care Specialist | Financial Coach

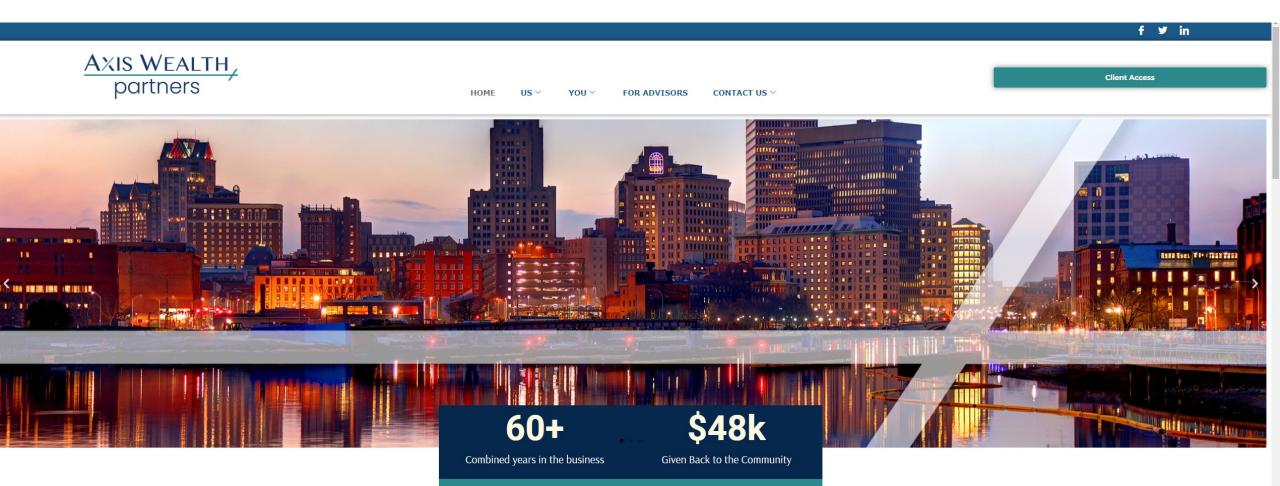


Michael Pennisi Chief Executive Officer at QSuper

People : viewed



Greg Co CEO, Eu Whittake





Axis Wealth Partners, LLC

Centered around your life®.

Financial Services · East Providence, RI · 85 followers · 8 employees

Jobs



Greg & 2 other connections follow this page



Home

About

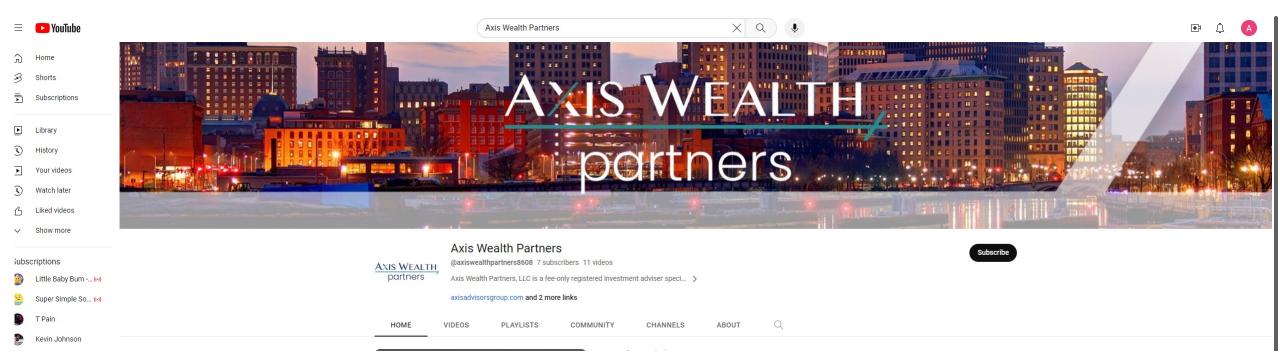
Posts

People

About

At Axis Wealth Partners, our commitment to you is guided by our expertise and personal experiences. We provide caring, comprehensive advice to individuals and families interested in building and preserving their wealth. Regardless of which stage of transition in life you may be living, we believe sound, trans ... see more

Show all details →





Putting it All Together

Let's Wrap it all up!



When targeting the HNW, if you can:

- Build Trust & Credibility
- Have a strong, impactful Value Proposition
- Have a Referral strategy and utilize COIs
- Ensure your digital ecosystem is working for you 24/7



Luxury...











For Advisor Use Only. Not for Public Distribution.

SYMMETRY



Thank You



SYMMETRY