

Professional Profile Series: Doctors, Lawyers, Accountants



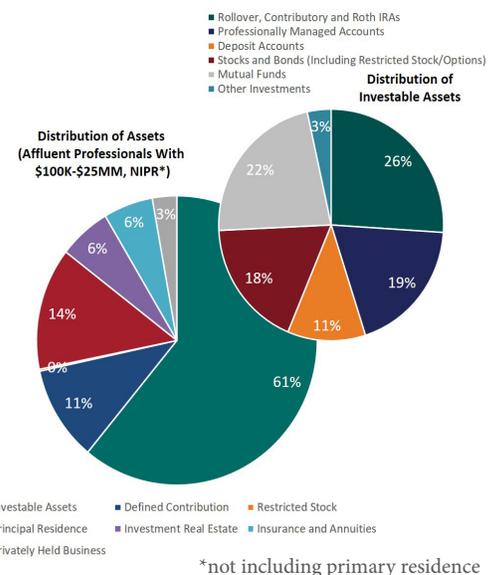
Gain Insights in How to Sell To and Service This Affluent Investor Segment

Professionals undergo years of schooling and tens of thousands of hours of rigorous training and testing to attain their expertise. But being an expert in medicine, law or accounting does not necessarily correlate to being an expert in financial planning and investing. For these services Professionals turn to those in that specialty - financial advisors. They expect their financial advisors to be as knowledgeable about investing and financial planning as they are in their own area of expertise.

Spectrem's *Professional Profile Series* will allow financial providers and advisors to effectively service and prospect wealthy professionals. The in-depth report will include the following:

- What are the financial challenges and concerns that are unique to doctors, lawyers and accountants? How do they expect their advisor to help them meet these challenges and address these concerns?
- How does retirement planning differ for each of these segments? Why does this matter?
- How does each group use financial advisors?
- When and how do they want to communicate with an advisor? Weekends? Via text? Other?
- What is the makeup of their portfolios? What do they consider to be the main objective of their portfolio? Security? Income? Growth?
- Are they prepared for the transition from annual income to living on assets? Do they have concerns about retirement?
- What are their biggest personal concerns?
- ...and much more

The *Professional Profile Series* will provide you with insights into the financial attitudes, behaviors and traits of these sought-after clients.



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Methodology

This report will include both qualitative and quantitative research. The quantitative analysis includes the results of online research of more than 640 accountants, 400 attorneys and 265 doctors within the last year. This study's qualitative research will be conducted through an online bulletin board. In this research methodology, Professionals have the ability to log in at times convenient for them and provide responses to our survey questions over a period of three days. Respondents will reply to questions and comments from the moderator and will also have the ability to comment on content of other respondents. The moderator will have the ability to further explore and query the respondents to add richness and flavor to the comments.

Subscribers to the *Professional Profile Series* will receive a report on each of the professional occupations detailing the advisor usage, investing attitudes and behaviors, asset allocation and social media/mobile technology use of that professional segment.

The *Professional Profile Series* Will:

- Increase your understanding of the unique financial and retirement planning needs of doctors, lawyers and accountants.
- Enable you to target your marketing and services to particular occupations or to professionals as a whole.
- Boost your ability to tailor your conversations based on the attitudes, behaviors and service expectations of these investors.
- Allow you to create and develop strategies to address the primary concerns of Professionals such as saving for retirement.
- Prepare you to assist Professionals in the transition from annual income to living on assets.
- Recognize the estate planning worries of those individuals.

\$15,000 for the series

26% of the households with over \$5 million of net worth and **20%** of \$25 Million Plus investors are Professionals.

There are **916,264** licensed physicians (Federation of State Medical Boards),

1.25 million accountants and auditors (Bureau of Labor Statistics) and

1.3 million licensed lawyers (American Bar Association) in the United States.

36% of wealthy Professionals were referred to their financial advisor by a business associate.