



Voice of the Investor Series

Knowledge and Action Items for Advisors to Grow Revenue

The current economic and financial environment has left wealthy investors confused and looking for leadership to navigate them through these times. Spectrem's **Voice of the Investors Series*** is built from our ongoing research with investors, and provides advisors with the necessary roadmap to ensure they are prepared to take this leadership role making an impact on the lives of their clients.

Each publication will answer key questions such as:

- Which sales and marketing tactics resonate with Investors?
- How to ensure client meetings accelerate your revenue growth?
- What wealth management services do clients really desire?
- What mistakes advisors make that cause clients to switch advisor?

Publications:

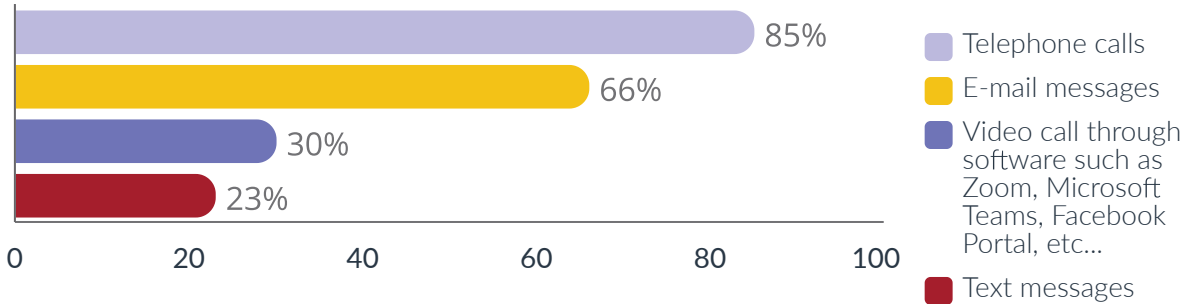
Growing Revenue from Accountants
Building With Business Owners
Growing Revenue from Healthcare Professionals
Growing Revenue from Attorneys
Working With Wealthy Women
Communicating Fees to Clients
Why Investors Choose an Advisor - Key Selection Factors
Successful Sales and Marketing Tactics
Fiduciary Advisors - Do Clients Understand Fiduciary
Using Social Media with Affluent Investors
Why Do Investors Fire Advisors?
Advisor vs. Team Approach to Wealth Management
Creating Ongoing Client Satisfaction
Successful Financial Planning
Investment Expectations in Current Market Environment
Legacy Planning
Portfolios of the Wealthy
The Importance of Client Meetings
Website and Online Tools - The Necessities
Which Communication Tools are Most Important

EXCERPT FROM: HOW WOMEN CHOOSE AN ADVISOR

Women Investors Communication Preferences with Advisors

Over 20 percent of women use text messaging to communicate with their financial advisor.

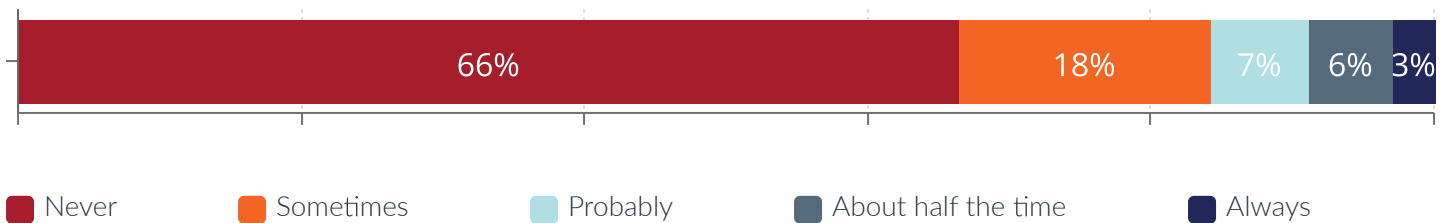
Thirty percent of women are using video chats to communicate with their financial advisor.



EXCERPT FROM: MARKETING TACTICS THAT ATTRACT ADVISORS

While investors generally make the initial outreach, investors will also respond to advisor's who make a cold contact. Just over a third of investors will sometimes interact when they receive a cold call. About a quarter will respond to an email and about 20 percent will respond to a financial or social event.

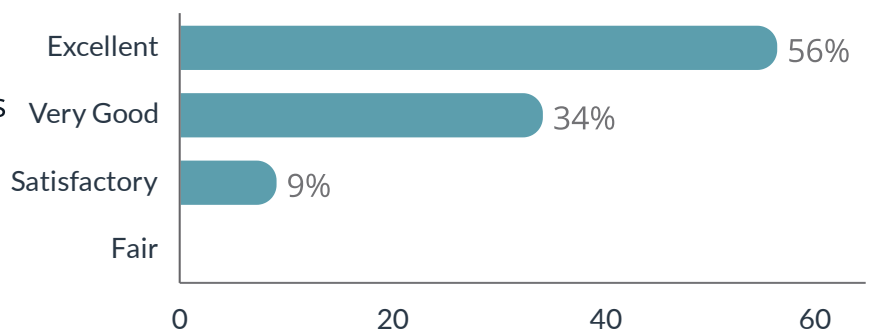
Investors Willing to Respond to Initial Advisor Contact



EXCERPT FROM: CREATING ONGOING CLIENT SATISFACTION

One of the key factors creating overall satisfaction is the knowledge and expertise of the advisor as perceived by the client. More than half of investors rate their advisor's knowledge and expertise as "Excellent". An additional 34 percent rate their advisor's knowledge level as "Very Good".

Knowledge and Expertise of Advisor



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