



The Elite Adviser

INSTITUTIONAL STRENGTH INTELLIGENCE

The pursuit of excellence demands groundbreaking practices, acute insight and expert skills. Backed up by decades of rigorous study and practical application, the industry leaders at CEG Australia deliver precisely the tools and strategies you need to reach the elite level.

Profiting from Strategic Alliances

We all need a competitive edge - that one thing that sets us apart from all the rest. For advisers in a time where financial services and products are becoming increasingly commoditised, this has never been truer.

In Australia and around the world, strategic alliances with other professional advisers - such as accountants and lawyers - are proving to be a key to gaining that competitive edge.

There's good reason for this. Consider these benefits:

Strategic alliances enable you to offer more services. No one financial adviser can be all things to all clients. Yet the complexity of clients' financial challenges today - especially those of quality clients - calls for comprehensive, often multifaceted solutions. These go far beyond investment management, and can include estate planning, tax planning, retirement planning, asset protection and cash flow and debt management. One of the most effective ways to provide this range of services without stretching your practice too thin and compromising your core skills is to access the expertise of other advisers through strategic partnerships.

Strategic alliances open up new markets to you. When an accountant or lawyer turns to you to provide financial services to their clients, you gain access to an entire new client base, and do so in an extremely cost-effective way. You are able to leverage the existing relationships of other clients with their advisers to acquire new clients and move upmarket more quickly than you otherwise could.

Strategic alliances mean that your clients are more satisfied. More than anything else, clients want a trusted adviser who can help them reach their most important financial goals. When clients can have all their financial needs through a single, trusted source, they are much more likely to be satisfied with the adviser relationship, which in turn makes them more likely to provide you with both additional assets and referrals.

Additional services, new markets and more satisfied clients add up to one thing: increased revenue and profits. Given their benefits, it's little wonder that many advisers are interested in strategic alliances. Our *The Road Ahead* study, in fact, found that nearly nine out of ten surveyed advisers (86.0 percent) reported institutional support for creating these strategic alliances as important to their businesses.

Strategic alliances take a number of different forms, from relatively simple revenue-sharing agreements to more complex and formal joint ventures. But they all have one thing in common: They are built upon a set of genuine benefits to each professional - typically the additional services or expertise that result in additional revenue to the other adviser.

Regardless of the type of strategic alliance you pursue, you'll create a win-win situation for all by opening doors, building trust and creating new business opportunities for both organisations.