



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.

Give Your Clients What They Really Want

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Attend any gathering of financial advisers, and you're likely to hear much discussion about today's hottest investment products. Most advisers are quite interested in what's available that might better meet their clients' needs while generating a profit for their practices.

But advisers who make this their main focus are missing the point of what it means to really take care of their clients. The issue is much bigger than just whether any particular investment product is right for your clients. Doing right by your clients means more than being a product facilitator; it means being an adviser. And serving your clients well as an adviser boils down to a single thing: being the trusted person who understands their needs and helps them make wise decisions about their money.

Clients know this inherently. They are not looking for the latest investment product; they are looking for your assistance in achieving their most important financial goals. At the end of the day, they won't care how you got them where they wanted to go, but just that you got them there.

An in-depth study of quality clients in the USA by CEG Worldwide Senior Managing Principal Russ Alan Prince is very revealing in this point. More than nine out of ten (92.6 percent) of the clients he interviewed said that they are more careful about selecting their advisers than about choosing their investment products.

When it comes to choosing those advisers, 91.0 percent rated overall expertise as a very important factor. The care the adviser takes to identify their needs (89.0 percent) and their trust in the adviser (82.0 percent) also ranked high as important selection criteria. In sharp contrast, just 26.6 percent of the surveyed quality clients rated the adviser's investment performance track record as very important.

One of the decisions that you make every day is which tools, or products, that you will use. But often advisers spend a disproportionate amount of time focusing on the tools and not enough time on the services that will direct the overall strategy for their clients' portfolios. To help your clients reach their financial goals, you need to align yourself with the services they want, but not necessarily the investment products.