



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.

A Wake-Up Call for Advisers

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As a financial adviser, you work hard every day. You work to grow your business, to take care of your employees and to do well by your clients. But is all that work paying off for you? Are you satisfied with your income? Are you happy with your level of success?

Unfortunately, if you're like many advisers, your answer is probably "no." In our *The Road Ahead* study, very few surveyed advisers - just 10.8 percent - rated themselves as extremely or very satisfied with their level of success. More than half (56.2 percent) said they were not very satisfied while the remaining one-third called themselves extremely dissatisfied.

It doesn't have to be this way.

Despite increased competition, a challenging market and a complex regulatory environment, I believe that these are actually the best of times to be a financial adviser. There are now more opportunities and better strategies to attract and serve quality clients than ever before. The advisers who are taking advantage of these opportunities are building highly satisfying - and highly profitable - businesses.

But these opportunities will not simply come your way. Many advisers believe that if they simply stay in business and grow their client list, that they will see their incomes grow and achieve the success they want.

In fact, the research shows that this conventional wisdom is actually an excellent formula for not making a particularly good living as an adviser. For example, sheer number of years certainly did not help the 32.7 percent of the advisers surveyed by CEG Worldwide who had been in business for more than ten years but yet were still earning less than US\$100,000 per year.

So if time and experience do not guarantee success, what does?

We find that our industry's elite advisers are taking a different approach. They are questioning old assumptions and adapting new strategies in response to shifting conditions. Fortunately, these highly successful advisers leave plenty of clues about what drives their

success. Together, these clues provide us with a road map that all advisers can follow to grow their businesses, increase their incomes and better serve their clients.

All of the hard work in the world won't make a difference unless you're working in the specific ways that will lead to substantial success. By implementing these best practices in your own firm, you'll achieve the success that you so richly deserve.