

11 Key Strategies to Master Relationship Building with the Adult Children of your Higher-Net-Worth Clients - Presented by Simon Reilly & Sponsored by Leading Advisor Inc.

What will the advisor learn from this presentation?

In this presentation, the advisor will gain further knowledge that will assist them as they discuss the estate planning process with their clients and prospects as it pertains to the transfer of wealth from generation to generation.

This additional knowledge will allow the advisor to immediately provide the proper financial, retirement, wealth transfer and tax planning strategies to keep in line with the family's goals at the time of death while preserving the estate.

The advisor will also learn how to write a clear, concise, and profitable plan to retain their clients by building a solid relationship with the adult children of their clients.

The advisor's acquired knowledge realizing that when human behaviour with respect to finances is changed, it becomes a win/win for all.

Presentation Overview

A significant percentage of financial advisors do not have a meaningful relationship with their clients' adult children.

Limiting beliefs include: "It's too challenging and time-consuming to create meaningful relationships with my client's adult children."

Why are these results happening?

- 66% of adult children fire their parents' financial advisor after they inherit their parents' wealth
- 88% of those who chose not to work with their parents' advisor never even considered doing so
- 75% of investors say their adult children have never met their advisors
- 50% worry that their children will lose the wealth their family built
- 20% agree that their adult children are well prepared to handle family wealth
- 70% of wealthy families lose their wealth by the 2nd generation

Tomorrow is too late as 60% of affluent investors met their first financial advisor before 45 and one-third before they were 35.

Successful Relationship Marketing to The Adult Children of Your Higher-Net-Worth Clients requires understanding and implementing:

1. Create an Intergenerational Value Proposition to be used for Meetings / Speaking, Brochures, Direct Mail Letter / Postcard, Email Campaigns and Website
2. Implement 8 Steps to Segment Current Clients & Adult Children
3. Develop the All About You and Your Children Discovery Process
4. 7 Steps to help your Clients Understand the Value of Multigenerational Risk Management and Investment Planning that lead to Adult Children Introductions
5. Create Key Steps and Strategies for Successful Family Meetings
6. Upgrade Technology

7. Create / Research Intergenerational Clients Interest Content Marketing for Direct Mail Letter / Postcard and Email Campaigns
8. Implement a Personalized Intergenerational Social Media Campaign
9. Create a Client Gifting Program
10. Create and Implement an Educational & Theme Event Plan
11. Write Job Description & Hire Client Relationships Manager