



UNCOVER REFERRALS & OPPORTUNITIES WITH CLIENT REVIEWS

Strategy

MAXIMIZE CLIENT REVIEWS |

Top Client Review Meetings

Jan-Mar	Client Appreciation Event
Apr-Jun	Tax-time Update or Client Beneficiary Audit
Jul-Sept	Lifestyle Events
Oct-Dec	Year-End Reviews

1 FOCUS |

2 CREATE |

The Value of Client Reviews

There are not enough hours in a day to give the same level of service to all of your clients, so it is critical that you tier your services to keep your focus on top clients. One reason high-net-worth clients leave a practice is due to lack of communication. Client reviews are your competitive edge to keep top clients, uncover referrals and identify investment opportunities.

Four Steps to Maximize Client Reviews

1. Focus on your top clients.
2. Create a client communications calendar with at least two reviews and two events per year.
3. Contact your top clients and deliver in-depth reviews using the Client Review Action Plan.
4. Complete the reviews, follow-up with recommendations and ask for two referrals.

Focus on Top Clients

For example, if you have 300 clients, you will want to conduct at least two reviews each year for at least 40-50 clients. If you schedule two or three one-hour appointments per day, you could conclude your initial review meetings in just 20-30 business days. Create a top client background chart to better understand your clients' needs and capture important information, including 2-3 referral opportunities.

Create a Client Communications Calendar with Two Reviews

You've identified your best clients, now build your Client Communications Calendar around them. For example, Tax-Time Update:

Month 1 (April): Prepare for review meetings, send out letters or e-mails and schedule appointments.

Month 2 (May): Meet with top 40-50 clients to gather information.

Month 3 (June): Follow up with recommendations from the review within two weeks (in-person or on the phone) and ask for two referrals.

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Top Clients' Background Chart (example)

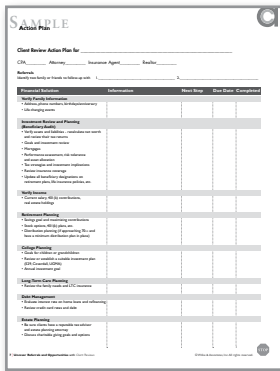
Client/Age	Investable Assets/ Pension/401(k)/Stock Options	Family	Goals	Referral Prospects	Lifestyle Interests & Financial Concerns
Charles & Jean Waters (Age 55)	\$2,000,000/ \$900,000/\$200,000 \$3,500,000 (current value)	Son(15), Father (80)	Asset Accumulation College Planning	1. Sue James (sister) 2. Bob Smith (brother) 3.	Retirement Planning Pro Tennis Event Budget during college (parents and children)

3 CONTACT |

Sample Letter



Client Review Action Plan



4 COMPLETE |

Contact Your Top Clients and Deliver In-Depth Reviews

Outline the benefits of the review when you call to set up the meeting. Encourage them to bring their tax return and other financial documents that they would like to include in the review. Let these top clients know you will be conducting at least two reviews each year with them to be sure they stay the course with their financial plans.

A letter and agenda can be sent to your clients to introduce the upcoming review.

Use The Connected Advisor Client Review Action Plan to Gather Complete Information and Uncover New Assets

Discuss upcoming life-changing events: Your client may be anticipating changes to beneficiaries and estate planning, employment or business plans.

Tax-return lines to review (not necessarily to provide tax advice)

- ✓ **Wealth management planning and tracking future rollovers:** Review clients' IRA distributions on line 15a to be sure your clients are positioned properly as they take retirement income. Also, emphasize your value for future retirement rollovers (review line 32).
- ✓ **College planning:** Review line 6c to determine the number of dependents and check the need for college savings plans.

Complete the Reviews and Meet to Provide Recommendations

Create a brief Client Summary of your findings for each client along with any changes to the existing investment allocation and long-term planning considerations. Whenever possible, schedule a one-on-one meeting to discuss the recommendations. Ask your top client for two referrals.