

As a financial advisor, your world is changing dramatically, with many of these changes adversely impacting your business. Volatile markets, way off their highs, are one factor. Increased competition for client assets is another. More demanding clients is a third. All told, these changes are hurting many financial advisory practices.

With change also comes opportunity. While the concerns of financial advisors are justified, there are options open to them that, no matter what the environment, will let them succeed. By succeed we mean two things: first, a desire to better serve clients by responding to their broad financial needs and wants, and second, an ability to generate significant revenues and profits for the financial advisory firm. A proven approach to accomplishing both these objectives is wealth management.

Participation in this seminar will provide financial advisors with a broad overview of wealth management. Participants will be introduced to the strategies, insights and concepts that constitute wealth management and are necessary to generate significant new business from wealthy clients.

**To register or receive more information,  
call Steve Kimball at 732-450-8866 x 207**

## New York, NY - March 14, 2005 The Cornell Club

Register before Feb. 15, 2005: \$295

Register after Feb. 15, 2005: \$345

### Working Session Agenda

9:00 - 9:15 Introduction and seminar objectives

9:15 - 9:45 The Case for Wealth Management

- What is wealth management?
- Why incorporate advanced planning into your practice?
- Why does wealth management work?

9:45 - 10:15 Insights into the Wealthy

- How much wealth is out there?
- What are the five core characteristics of the wealthy?
- What is the reaction by the affluent to wealth management?

10:15 - 10:30 Continental Breakfast

10:30 - 11:00 Thinking like a Wealth Manager

- What are the differences between a financial advisor and a wealth manager?
- What is a wealth management team?
- What is the "big secret" to success as a wealth manager?

11:00 - 12:00 Building a Wealth Management Team

# Building A Wealth Management Practice



### Presented by Russ Alan Prince

Russ Alan Prince, president of the market research and consulting firm Prince & Associates Inc., is the leading authority on the private wealth market and the premier coach to elite advisors.

Mr. Prince consults for financial institutions on strategic and marketing issues. He is called upon to develop strategic marketing plans, for tactical competitive advice, and for guidance on expanding presence through strategic alliances, product development and executive development.

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- What services should you provide?
- Where do you find your specialists?
- How do you compensate your specialists?

12:00 - 12:30 Lunch Break

12:30 - 1:00 The Whole Client Model TM

- What do you know about your affluent clients?
- What don't you know?
- What is important to understand about affluent clients?

1:00 - 1:30 Identifying Wealth Management Opportunities Among Your Clients

- How do you use the total client value approach to rate your clients?
- How do you retrofit existing clients?
- How can you transition clients who no longer are appropriate for your practice?

1:30 - 2:00 Sourcing New Affluent Clients as a Wealth Manager

- What are the best ways to source new affluent clients?
- What is the role played by "centers of influence" today?
- What are strategic partnerships?

2:00 - 2:15 Summary and Conclusions