THE REPROPOSAL: SECRETS OF TOP FINANCIAL ADVISORS

Zephyr

FINTECH BREAKTHROUGH AWARD 2022

BEST FINANCIAL RESEARCH AND DATA COMPANY

Zephyr

Christopher Volpe
Director, Wealth Management Solutions, Informa
Expertise: Financial services industry, investment management solutions

Jermaine Edwards
Founder, Customer Transformation Thinking & Irreplaceable Advisory Group
Expertise: Client engagement, customer experience, behavioral insights

Franklin Tsung
Growth Advisor, AppCrown
Expertise: Technology integration, financial managers/advisor insights

PROPOSAL

- ✓ Defines the engagement
- ✓ Pledges a long-term commitment
- ✓ Demonstrates an investment in the recipient
- ✓ Sets goals and timelines that align
- ✓ Inspires the proposed
- ✓ Illustrates a special connection
- ✓ Promises to be faithful

ENGAGEMENT

- Period following the proposal
- Determines compatibility
- Provides insight into the future of the relationship
- Requires emotional engagement
- Confirms trustworthiness
- Demonstrates true commitment
- Justifying engagement

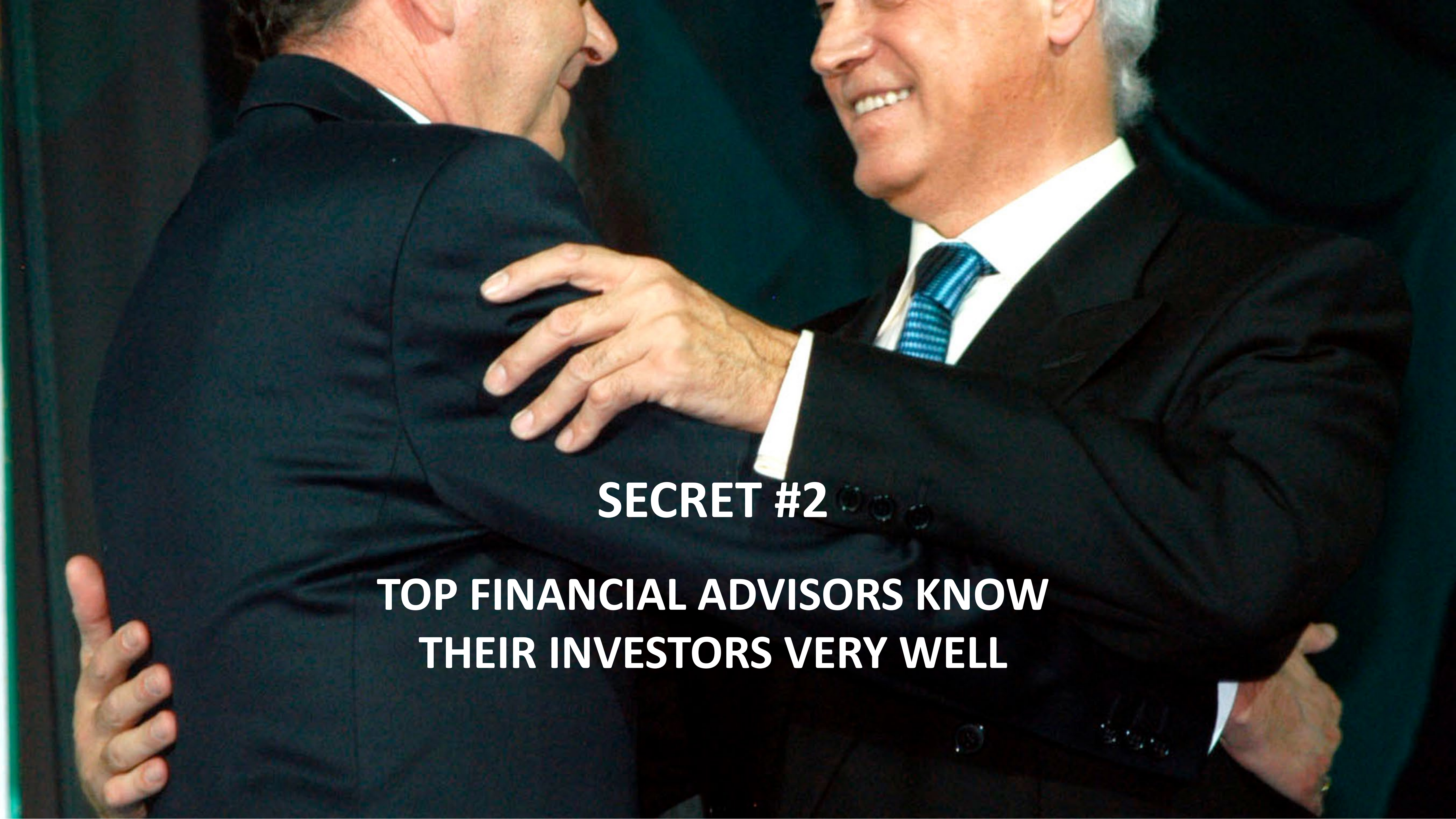
WHAT AFFECTS ENGAGEMENT?

HOW DO TOP FINANCIAL ADVISORS THRIVE WHEN OTHERS DON'T??

SECRET #1

TOP FINANCIAL ADVISORS MASTER THESE CHALLENGES

- **Client Expectations**
- **Staying in Touch**
- **Managing Information**
- **Emotional Engagement**


SECRET #2
TOP FINANCIAL ADVISORS KNOW
THEIR INVESTORS VERY WELL

SECRET #3

TOP FINANCIAL ADVISORS REMOVE AMBIGUITY

REALITY

- My goals change every year, but I rarely tell my advisor
- I have little to no knowledge of investing
- Politics, supply chains and the global economy affect investments

ILLUSION

- My advisor knows my goals and expectations without my input
- I completely understand the reports my advisor sends me
- If I had another advisor, I would never lose money

SECRET #4

TOP FINANCIAL ADVISORS PRIORITIZE COMMUNICATION

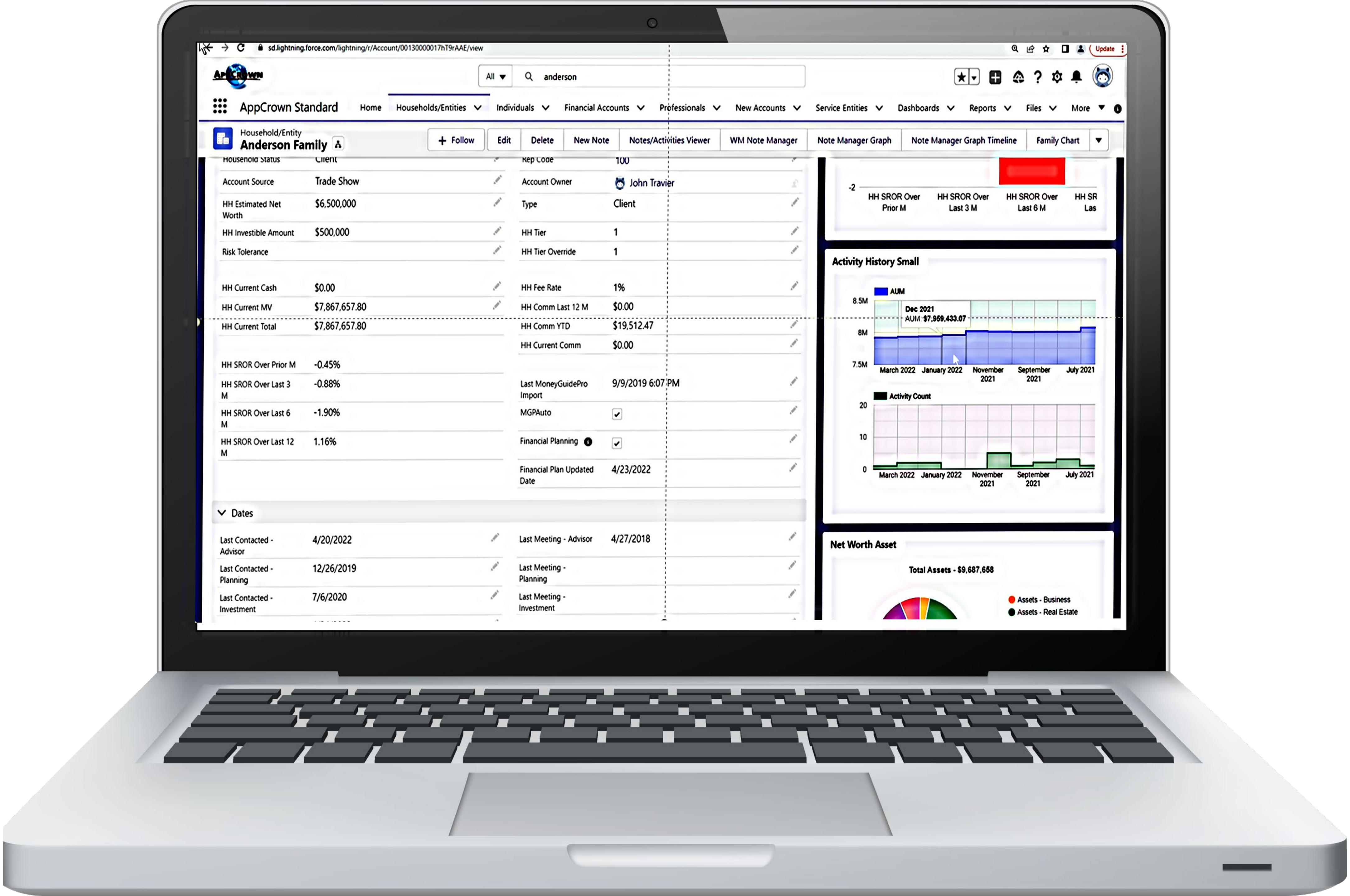
SECRET #5

TOP FINANCIAL ADVISORS LEVERAGE TECHNOLOGY

SECRET #6

TOP FINANCIAL ADVISORS TO USE REPROPOSALS TO POSITION THEIR VALUE AGAIN AND AGAIN

TOP FINANCIAL ADVISORS KNOW THEIR CLIENTS ARE BEING COURTED EVERY DAY.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Update
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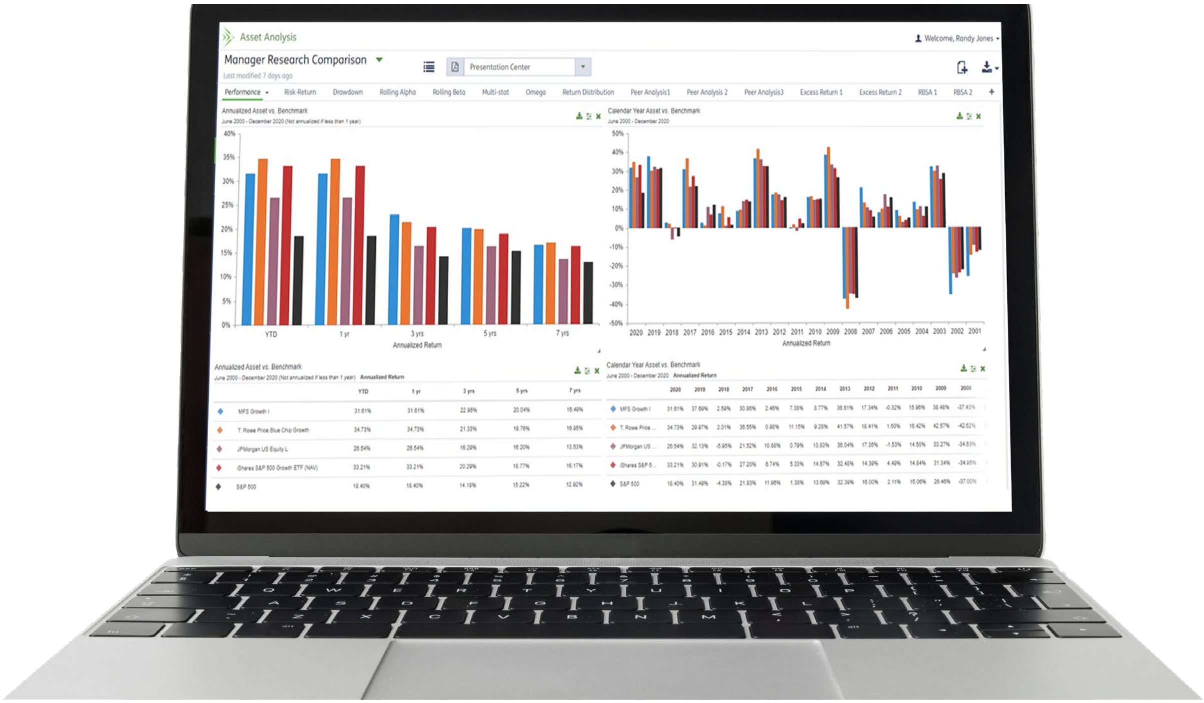
Financial Accounts
Professionals
New Accounts
Service Entities
Dashboards
Reports
Files
More
Household/Entity
Anderson Family
+ Follow
Edit
Delete
New Note
Notes/Activities Viewer
WM Note Manager
Note Manager Graph
Note Manager Graph Timeline
Family Chart
Household Status
Client
Rep Code
100
Account Source
Trade Show
Account Owner
John Travier
HH Estimated Net Worth
$6,500,000
Type
Client
HH Investible Amount
$500,000
HH Tier
1
Risk Tolerance
HH Tier Override
1
HH Current Cash
$0.00
HH Fee Rate
1%
HH Current MV
$7,867,657.80
HH Comm Last 12 M
$0.00
HH Current Total
$7,867,657.80
HH Comm YTD
$19,512.47
HH Current Comm
$0.00
HH SROR Over Prior M
-0.45%
HH SROR Over Last 3 M
-0.88%
Last MoneyGuidePro Import
9/9/2019 6:07 PM
HH SROR Over Last 6 M
-1.90%
MGPAuto
HH SROR Over Last 12 M
1.16%
Financial Planning
Financial Plan Updated Date
4/23/2022
Dates
Last Contacted - Advisor
4/20/2022
Last Meeting - Advisor
4/27/2018
Last Contacted - Planning
12/26/2019
Last Meeting - Planning
Last Contacted - Investment
7/6/2020
Last Meeting - Investment
-2
HH SROR Over Prior M
HH SROR Over Last 3 M
HH SROR Over Last 6 M
Activity History Small
AUM
8.5M
Dec 2021
AUM $7,959,433.07
8M
7.5M
March 2022
January 2022
November 2021
September 2021
July 2021
Activity Count
20
10
0
March 2022
January 2022
November 2021
September 2021
July 2021
Net Worth Asset
Total Assets - $9,687,658
Assets - Business
Assets - Real Estate

Award-Winning Zephyr Platform



TECH PHILOSOPHY ON ZEPHYR ENHANCEMENTS AND INNOVATIONS

1. PURPOSE
2. SPEED
3. CONNECTION

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Informa Financial Intelligence

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THANK YOU!

Speak with a Sales Consultant