

Avoid being seen as a commodity (3 ideas)

Idea 1

EXPERTISE

Advisors need expertise in financial planning/wealth management. Why? Clients understand investments. Clients do not know the nuances of financial planning (e.g., PnC, taxes, estate, retirement, entity, outside business, wealth goals, college, and charities).

[**TIP: They pay for your financial planning expertise.**]

Idea 2

COORDINATION & COLLABORATION

Successful financial planning & wealth management rests entirely on coordination and collaboration. Advisors attending planning meetings with CPA, attorneys, and PnC to coordinate and collaborate on their client's objectives will be more successful AND seen as thought leaders.

[**TIP: Attend in person if possible, if not, leverage technology to make sure you are "in the room."**]

Idea 3

EXECUTION

Advisors with exceptional expertise, coordination and collaboration skills also need to execute on client strategies and tactics. Clients demand flawless execution. FAs who achieve this goal become their clients unsung heroes and become their lifelong trusted advisors.

[**TIP: It's like juggling 8 plates. But with greater rewards!**]