

The “Pre-Engagement Engagement”



Robo Competitors

Venture capitalists spent hundreds of millions of dollars probing for blind spots in the traditional financial services offer.

The goal: to put all of us out of business.

They succeeded in showing us where we're weak.

And ultimately did us a huge favor.

Online Asset Management

3 Levels of Competition

1) Automating portfolio creation, rebalancing & tax loss harvesting (i.e. the mechanical part of advisor alpha)—an old story.



2) Aggregated existing tools to create easy account transfer—the Self-ACATS process. An interesting story but not the focus here.

3) Redefined the financial services web experience with interactive “experiences:” The Pre-Engagement Engagement.

The Traditional Stages of an Advisor/Client Relationship

1) Initial Interview and “get-acquainted” meeting: mutual assessment.



2) Client onboarding and initial planning process: the labor-intensive activities.



3) The ongoing service relationship: regular meetings, coaching, updating, managing the assets.

Online Advice Platforms Identified a Fourth Stage: Before the Advisor & Client Ever Meet

Prospects check out advisor's website, and either call to make an appointment—or not.



The incoming generation of prospects are more likely to research websites than previous generations—with shorter attention spans.

A More Engaging Online Presence Addresses a Huge Issue in the Profession

Spenser Segal/Advisor Impact data: Advisors may be getting 10-20 referrals for every one they actually see.

Ghosts: The referred prospects who (briefly) haunt an advisor's website--who are never visible.



They are predisposed to do business, but never pull the trigger. A massive lost opportunity for Advisors.

The Solution?

Don't Just Meet the Competition.

Crush it.

Existing technology can create interactive engagement on advisor websites along four different vectors.

- 1) Financial Planning**
- 2) Portfolio Performance Assessment**
- 3) Self-Document Storage/Client Vaults**
- 4) Engagement Quizzes, Self-Assessment, Data Entry**



Financial Planning Engagement Tools



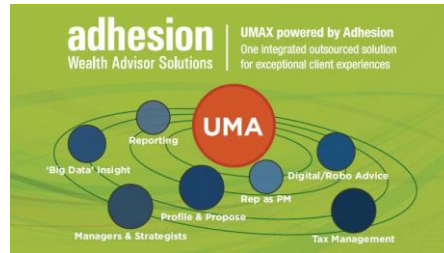
MONEYGUIDEPRO™
Financial Planning **SMART**ware



Portfolio Performance Tools & Auto-ACATS & Digital Client Onboarding



Vanare/Nestegg Wealth



Interactive Online Vault



AssetBook
InvestorView

Panoramix

eMoney
Advisor

Engagement Tools



Money Mind
Analyzer
(United Capital)

Risk Tolerance
Questionnaires
(FinaMetrica;
Riskalyze)



More Efficient Client Acquisition

Advisory firm websites will include engagement tools in all four “vectors.”

Before: 200 Referrals, 150 site visits, 10 scheduled appts., 6 new clients.

After: 150 site visits, 16 scheduled appts., 12 new clients – plus 40-60 “ghosts” give you their contact information in return for an interactive experience.

The “ghosts” become visible. (Potentially 15-30 additional clients; 5 more per year) (Total: 11 new clients a year.)

Implications...

Much of the traditional planning work will be done online before the client ever walks in the door.

Advisors will increasingly be paid for advice rather than modeling and data input.

Advisors will capture a much higher percentage of referred prospects, and also more curious prospects who are looking for an advisor.

Software Providers: a new value proposition—more top-line revenue.