



SUCCESS

As Measured by Client Service

The financial services industry has undergone massive changes since the collapse of the credit markets in 2008, among other issues that further threatened the credibility of responsible, legitimate financial professionals. However, when exploring the broad view of how many financial services professionals that have not only survived, but continue to prosper for their clients and as a result, their respective businesses, a certain common denominator is present. Their success is evident; ***the most successful investment firms put their clients first!***

It stands to reason that if you have satisfied clients, you have a solid base of business. What constitutes “satisfied”? Clients want to work with financial professionals that demonstrate the following traits that are ultimately tied to overall satisfaction.

- Integrity of the investment firm and its people
- The firm’s ability to listen to client’ concerns
- Verbal communication
 - On a regular basis, under normal market conditions
 - During times of market distress
 - Prompt return of client calls at all times
 - Continuing financial education
- Electronic Communication
 - Emails when necessary – this is not the most effective means of imparting crucial market information. It may be a time saver for the investment professional, but can lead to excessive and irrational client concern without verbal follow-up
- Adaptability – KNOW YOUR CLIENT
 - Life changes may constitute changes in one’s investments – ***BE NIMBLE***
 - Expect the unexpected – anticipate obvious scenarios and be prepared to address them
- Acknowledgements of Life Events
 - Births/Deaths
 - Marriages
 - Deaths
 - Military participation/commendations
 - Birthdays
 - Awards



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Unlocking Real Value



No matter the size of your firm, your success is directly tied to your ability to maintain and grow assets under management. Meeting and exceeding your clients' expectations is the cornerstone to that end. Provide comfort when clients become fearful, take responsibility when mistakes are made and **REMEMBER TO SAY THANK YOU!** The trickle-down effect is a win-win. Happy clients want to share their experience, thus referring new clients to you. Are you getting your share of client referrals? If not, ask yourself why not.

It is a new year and a perfect time to assess your business model.

- Are your client service efforts effective?
- If changes are necessary, can you go forward with them in a way that benefits all concerned?
- Could your firm use outside objectivity, thus help with strategy review and assistance with the implementation of necessary changes?

Staying stuck is not an option in today's competitive landscape. Success is yours to have or to lose. Choose wisely and if you need help, AK Advisory Partners LLC is prepared to offer advice and counsel. Visit our website at: www.akadvisorypartners.com for more information on our complete array of services.