Referral Success

We value and appreciate your trust in us.

We have found some of the following circumstances that could initiate a conversation about our services and strategies offered.

- Someone new in the area
- Someone with a new job or retiring from one
- Annual Review
- New Client Life Event - Inheritance/New Home/New Job
- Large balances in checking/savings/money market accounts ($50k+)

Conversations That Matter

You play an important part in introducing us to clients of your firm. What you say and how you say it to the client can make a difference.

Questions you might ask that could generate a referral:

- Were you aware that we can refer a Financial Advisor that can meet with you here at our office?
- Would you like a visit with a Financial Advisor to discuss services and strategies you may be interested in?
- During Discovery, if you find the client has a large cash balance, ask the client, "Do you have immediate plans for these funds?"

If the answer is: **No**

Response: Were you aware we can refer financial advisors that can meet to discuss investment strategies (i.e. estate and retirement planning)?

Qualified Referrals

Must meet these criteria:

1. An introduction is made in person or by phone
2. They have a need for our services
3. Share our Core Values

Core Values

We Care: We Strive to Protect and Do the Right Thing

Family: We Treat Our Clients and Each other Like Family

Integrity: Open, Honest and Transparent

Committed: We Finish What We Start

Our Commitment to You

We will track and document our attempts to contact the client

- If we do not receive a response, we will: Reach out and notify you to see if further action is needed.
- If the contact (in person or by phone) results in a meaningful conversation and/or subsequent relationship we will notify you and keep open communication regarding that referral with your office.

Best Practices

1. Ensure that we have a good current number for the referral
2. Provide us with a good time to contact the the referral
3. Make sure they are expecitng our call
4. Attend the initial first meeting in person

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