

The Solutions and Technologies Needed for Advisors to Succeed

Never before have strong advisors been more valuable, or more in demand. Firms that attract and retain breakout advisors—helping them grow their business through difficult times—will have to be healthy, smart, and innovative. They will need to provide the solutions and support that enable advisors to break out of the pack.

Solutions Your Firm Needs to Provide for Advisors

So how can you help your advisors to break out of the pack? Where can they be more efficient and effective? Below are several capabilities your firm should be implementing for advisors. By partnering with providers who offer sophisticated platforms and solutions, your firm can give advisors the systems, tools and content to deepen and enhance relationships with clients, attract new clients and run their practices more effectively.

Where Advisors Need Help	Features and Capabilities Firms Must Provide
<p>Productivity: Help advisors find more time. Offer them tools, technology, and techniques to enable higher productivity.</p>	<ul style="list-style-type: none"> • Real-time market, portfolio and account information • Trading tools for funds, equities, options • Ability to aggregate asset information from multiple custodians • 360-degree client view, intuitive access to relationship-centric information • Single-click navigation from client-related to portfolio and account-related data • Document sharing with advisors and clients • Multi-language and multi-currency support on a single global platform • Comprehensive client search and reporting, account inquiry, and book-of-business analysis
<p>Marketing: Help them become better marketers with tools that make marketing easy, robust and automated.</p>	<ul style="list-style-type: none"> • Customizable websites with easy to use editors and search engine optimization tools • Social media content feed and library • Newsletter templates • Email solutions • Event support
<p>Client Interactions: Give advisors new ways to add value to clients and more opportunities to leverage new digital channels and capabilities.</p>	<ul style="list-style-type: none"> • Secure, multi-channel application so clients can access their information not only online, but from mobile devices • Electronic delivery and storage of required communications, plus past reports and statements, for easy access
<p>Lifelong Learning: Offer access to new types of learning resources to expand their knowledge, and broaden their perspectives.</p>	<ul style="list-style-type: none"> • Access to a library of Continuing Education material • Automated communication with many of the popular accreditation Boards • Documenting and sharing best practices and expertise within the firm

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Partnering with Advisors May Determine Success or Failure

While wealth management firms cannot control the headwinds influencing the industry, they can control and harness the power of tailwinds. Evolving technology, new business models, changing client demands and greater firm-level support can push advisors through the barriers needed to break out of the pack. Strong infrastructure, technology, resources, and culture can set firms apart in their ability to grow, acquire, and retain high-performing advisors.

More Valuable and More In Demand

The war for advisor talent is not lessening, it is heating up, even in the face of new robo-advisor options. As the boomer advisor population looks to retire, recruiting will likely become even more aggressive, and talented, less-seasoned advisors will become even harder to attract and keep. This is not just tomorrow's problem; it is the major issue of today.

Learning to support these winning advisors is a foundational key to success for the vast majority of wealth management firms. Whether they build capabilities in-house or leverage outsourcing, large firms who have the size, scale, mindset, and resources to invest in this advisor support infrastructure will always be formidable competitors. Small firms must choose strong and innovative partners to create the same types of scale and leverage for themselves. All types of firms will have to demonstrate that they can help advisors navigate the increasingly complex needs of the end investor.



Learn more about Breakout Advisors.

No matter the type of firm, those that employ advisors must attract these top advisors, whether individually or as a team, retain and enable them if they are already with the firm, and develop new ways of 'growing their own' or developing new talent. To learn more about Breakout Advisors, such as how to spot all-stars, how best to transition them into your firm and how to grow all-stars from within, download our full whitepaper, "Breakout Advisors: Attracting and Retaining the All-Stars," at <http://go.broadridge1.com/top-advisor>.

About Broadridge

Broadridge Advisor Solutions has combined industry leading brands to provide an unmatched portfolio of best-in-class enterprise and advisor marketing, communication and reporting resources. We've revolutionized the way wealth management firms, individual advisors and agents can communicate with clients and prospects. Broadridge Advisor Solutions will drive your business forward the smart way, to help you build your brand, share your knowledge, and optimize your practice.

MKT_1640_16