
Referral Builder™ Client Feedback

The results are in and they are impressive! This summer, we had 9 consultants participate in a 16-week Top 100 Challenge. As a group, these consultants produced the following:

Referrals Received = 196

Referrals Given = 18

New Assets = \$22.2 million (US\$)

Steve, I'm glad to say that it looks like the 4 days at the retreat are on you. I **officially signed the papers for the account. It looks to be close to \$21 million CDN.** I got the whole thing. I have to say I would have never been in front of the lawyer who referred the account had it not been for the Referral Builder. Let's talk when you have a minute.

Michael, Scotia McLeod

There is one thing I can really say: **This is the best money I have spent on any type of training!!!!!!** At first, being in Puerto Rico, one usually believes that programs from the US will not work due to the difference in culture. Latin blood is different and most of the time we have hard heads, but whoa!!!! DE VERDAD TRABAJA!!!!!! (This program really works) On 3/24, I opened one account with \$34,000 and a yearly contribution of minimum \$24,000 (Keogh plan). At the same time, this new client gave me 2 referrals – one a CPA/Attorney with whom I have an appt. after April 15 (a great COI). During the week of 4/7, I had one CRC with 2 referrals -- one of the referrals has an acct with PaineWebber and will be transferring +/- \$100,000. We are working on the Financial Plan for the new client. On 4/14, we had one CAC meeting with 3 referrals - one is an HMO organization with \$500,000 to invest – and we are working on the proposal now. Another one of the referrals is also working on a financial plan to invest \$100,000. Last week was a CRC with one of our clients who never gave referrals, but took us to his friend's office (heart/thoracic surgeon). **He was very unhappy with his broker and we are in the process of transferring \$1mm retirement plan.** This week we have a CRC with our client who has \$400,000 (which we were unaware of) in a retirement acct. with a bank where they never take time to go over his investment objectives. We just started the process to transfer this account. **The program absolutely works.** You learn a lot from your clients and, at the same time, it is a superb way to get new referrals!

Jorge, Securities Corporation of Puerto Rico

Referral Builder helped us find a new way of thinking about building our business.

Scott, True North Advisors

Referral Builder has affected every aspect of my business. It's focused me on how unique I am, from my marketing materials to my servicing.

Randy, Lockwood Financial Services

Krista, you might remember that I was a bit concerned with getting "the story" through Compliance. I am stunned - a 2 day turnaround with three words changed. You are good – very, very good. Observation: **This material is superbly well crafted and thought out – my kudos to Steve and your team.** I look forward to implementing this.

Rodger, Smith Barney

Hi Steve: It's going great! I just got a \$450,000 referral this a.m. from a CRC meeting. I have been doing 1 CRC a week. The PAC's are about one every other week. My brochure looks great. I refined it and feel really confident about showing it to people. **Oh yea, I have received a commitment for \$5MM from a direct referral from a CAC meeting. I think I will end up with \$10mm to \$15mm from this new client, so Thank You!**

Jim, Wachovia

Hi Steve, I thought I'd take a moment to thank you and your associates for the benefits we received by working with your firm. **The coaching program was great! Without it we would not have our marketing materials in their present first class condition.** Here's what was accomplished:

1. Modification of mission statement
2. Creation of tag line
3. Creation of new logo
4. Creation of new business card
5. Creation of new stationary
6. Creation of new mailing label
7. Creation of new positioning statement
8. Creation of new proposal sheet
9. Creation of new proposal cover
10. Best of all, **creation of a new FIRST CLASS brochure**

Steve, your comments are timely and appreciated. Most of us haven't stayed attentive and focused on a 14-week course since college. You are right; there is a tendency to disengage a little at this point. **One of the key values of having a course and other players rather than doing a self-study program is that the chances of success go way up when we have someone else to help us be accountable to ourselves.** Thanks for your encouragement.

David, Morgan Stanley

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This is a creative but practical way at looking at and examining an advisor's business. Good structure.

Nancy, John G. Kinnard & Company

Hey guys: **We had our first CRC Meeting last week and IT WORKS!!!!** After reviewing Q4 performance with one of our top clients in Dec, we gave him "Our Story", the *Confidential Client Survey*, and explained that we needed his feedback as we took our business "to the next level". We then set up a non-business lunch.

In the meantime, we considered what we knew about the client. In the last year the client has taken several exotic hunting and fishing trips, and that gave us something to go on. Therefore, **we decided to give the client a small Swiss Army knife.** We went to the lunch to say "thanks" for the opportunity to serve this client's needs and to execute the CRC Meeting outline. We left feeling like we had made a friend for life!!

We walked through the script outline with the client, but quite frankly we didn't get much past telling the client where we were positioning our business. We told the client how important we thought it was that we get to know his advisors and that we are building an extensive network of advisors for our other clients. **The client enthusiastically told us that he fully endorsed where we were headed and that he had struggled for some time trying to find the vehicle for centralizing his affairs.** We talked about the advantages of having advisors help clients consolidate information for portfolio reasons; he talked about having advisors who would be there to assist his wife and family if he were to die prematurely. IT GETS BETTER!!!

However, after confessing that he had not filled out the survey, he told us that he felt very good about our level of advice, service, and professionalism. He then promised that he would have it completed and back to us in the next few days. After discussing his relationships with his CPA, lawyer, and doctor, we had to remind him of the meeting he had warned us he would have to be at earlier in our conversation. He then said, "I am having such a good time, I had completely forgotten about it." **At this time we thought we would give him his gift. After opening it, he broke into a genuine "belly" laugh. When we asked why, he pulled out a very old Swiss Army knife with one of the red plastic sides missing. Remember, this guy has a net worth exceeding 20 million dollars.** His question was "How did you know?" We told him we didn't, but we agreed that it must have been "Providential." It looks like this lunch is going to lead to much more than we ever expected.

Roger, Wachovia

I had my first meeting last week with a client who has close to a million with me and I came away with the following:

- Additional personal information about what is important to him and his family (education, hobbies, club membership and travel)
- Insight about his current business activities and some future changes that he is thinking about undertaking.
- He was happy to give the names of his accountant, realtor, and lawyer. He encouraged me to give them a call.
- Most importantly I felt I was building a deeper level of trust and understanding with this client (I inherited his account 16 months ago from an advisor who left our firm).
- He liked the quarterly contact that I have with him and enjoyed our lunch.
- He was very thankful about the gift at the end.

Breakthrough insights:

- Spend quality time with clients and get to know them as individuals with concerns and find out what is important in their lives vis-à-vis work and family.
- He also got to know me better, not just as a financial person.
- **I learned that his former business partners sold their business recently for \$7 million, and during our next meeting in 3 weeks, I hope to get their names as prospects.**

Bassim, Nesbitt Burns

I'm amazed at how Referral Builder is building client loyalty. The system works if you work the system. And we're learning more about what our clients want us to do for them. Getting a better handle on our clients is an even greater benefit than the referrals we might get from them.

Peter, Smith Barney

Great first meeting! You are good. **I felt like I accomplished more in that one-hour call than I have in all of the prior time I have spent "ruminating" on my core values.**

Frank, Linsco/Private Ledger

If you are ready to get serious about marketing your business, call us. We have helped thousands of investment professionals raise hundreds of millions of dollars in new assets since 1984. Imagine the impact we can have on your business!