

What determines adviser engagement?

An Adviser Home checklist for Providers



Financial Planners and Advisers receive hundreds of communications a day from different types of provider. **Adviser Home helps providers** communicate more effectively with advisers so here we share some learnings.

The Litmus Test



Does the initiative or communication help the advisers business or help their work with clients?

Engagement that works. How many do you tick?



Offer practical resources the adviser can use with clients or prospective clients

- ☐ A client orientated investment guide
- ☐ A Guide to Income in Retirement
- ☐ A Guide to investment market conditions
- ☐ How to plan for retirement
- ☐ State provision – pensions and care
- ☐ Tax calculation tools
- ☐ Risk, asset allocation and portfolio construction
- ☐ Investing for the long term
- ☐ Consumer research – practical insight for advisers
- ☐ Financial impact of divorce
- ☐ Behavioural Finance – how to manage consumer bias



Offer advisers resource and interpretation on new legislation/regulation

- ☐ SM&CR – impact on all adviser firms – how to manage
 - ☐ MIFID 11 – practical guides – and how to be compliant
 - ☐ Prod – what it means for advisers
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Offer an adviser new insights or new investment solutions

- ☐ A new approach to income
 - ☐ Specialist asset class or regional expertise
 - ☐ A differentiated investment process
 - ☐ An element of protected or targeted returns
 - ☐ New approaches to diversification – avoiding accidental correlations
 - ☐ Alternatives or other forms of tax effectiveness
 - ☐ The benefit of investment trusts
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Offer practical resources the adviser can use with clients or prospective clients

- ☐ How to embrace ESG and integrate in client portfolios
- ☐ Achieving a more diverse client base
- ☐ Developing diversity within the adviser practice
- ☐ Passive v Active and how to blend the two
- ☐ Investment choice for the adviser practice – in source v out source
- ☐ Team and personal development
- ☐ Lead Generation and building Professional Connections
- ☐ How to select... (Funds, multi asset provider, DFM etc.)
- ☐ How should an adviser review their investment proposition



Offer support on new or developing market areas

- ☐ The business protection market – continuity and succession
 - ☐ Step by step approached to client protection solutions
 - ☐ Equity Release – identifying needs for income
 - ☐ Long Term Care – holistic advice
 - ☐ Inter Gen marketing
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Offer CPD in association with learning content

- ☐ <https://www.adviserhome.co.uk/cpd/> (for example!)
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Offer engagement in a form advisers will respond to

- ☐ Webinar – convenient for advisers
- ☐ Events – roadshows, seminars allowing depth engagement and interaction
- ☐ For both include business and personal development





What's important to a provider may not be to an adviser.

Be cautious with:

- Investment market comment (unless the view is genuinely insightful, or relates to investments an adviser already supports. Bear in mind that every asset manager publishes market views so the adviser needs a strong reason to read yours)
- A fund anniversary (unless the fund is already on the radar)
- A new fund (unless it meets a real need, a real gap in the market)
- Performance information (unless it's outstanding on a risk adjusted basis)

Two Key Points

1

It does not follow from this that all providers must offer a suite of business development material. In fact some providers offer great support on business development but don't connect this well enough with their own proposition – and this can result in adviser goodwill with nowhere to go!

2

Some providers focus only on their own core business – products or investment funds – and this is fine but to gain real traction we suggest using the check list above as a guide to effective adviser engagement

Engagement with advisers through **Adviser Home**

To see how we can help contact **John Enos**



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DEVELOPMENT PLATFORM