



ROI Driver Series: Held Away Assets

Most advisors don't manage close to 100% of their clients' investable assets.

According to a survey by *FA Magazine*, 78% of advisors polled said they do not have access to an aggregated view of their clients' overall financial picture. 73% said they are advising clients on their held away assets anyway. Further, a recent Broadridge survey revealed that 28% of investors use both a financial advisor and a self-directed brokerage account.

What if you could capture those assets by understanding at a deeper level what matters most to your clients?

TIFIN Personality helps you identify each investor's priorities and preferences through the **Financial Personality Assessment**. For example, self-directed investors may have intellectual needs that they feel are not addressed in their managed relationship. This is particularly common with **Viewpoint** and **Purpose** dominant investors. (Other personality types include **Security** and **Touch**).

To get started:

- 1) Send the assessment to all existing clients.
- 2) Repeat the assessment before each quarterly or annual review or whenever they have a major life change.
- 3) Follow up with clients who haven't filled out the assessment in an effort to get to 100% participation. Tip: Point out that it's like updating your doctor with your vitals and health history before treatment.
- 4) During the review, ask about new and existing held away assets.
- 5) Take immediate action through the TIFIN Personality platform by building proposals and portfolios that better reflect the client's financial personality than the investment products employed by their held away assets.

Even if clients don't always adopt your recommendation, you will demonstrate an understanding of their values and knowledge of creative investment strategies. This will bolster retention and referrals.

Below is a conservative projection of how using TIFIN Personality to improve conversions can help you achieve growth in assets.

Return on Investment Projection per Advisor

# Clients transferring held away assets/month	5
Avg AUM of Held Away Assets	\$150,000
Incremental AUM	\$750,000
Mgt Fee (%)	1.00%
Incremental Annual Mgt Fees	\$7,500