How to make the introduction

When a customer agrees to being referred to a financial advisor, please ask for dates and times at which a meeting will be convenient. Please include this information, as well as any financial background that will be helpful in providing the prospect with new financial services.

Here are two approaches to making the referral that have worked for others:

"You know, I think you owe it to yourself to meet with a financial advisor to discuss that issue. It doesn't cost anything to meet with the advisor. Can I help you set up an appointment?"

Alternatively

"Are you aware that a financial advisor is available to talk to you about that issue, without cost or obligation?"

When you have a prospect to refer, please contact us.

After the referral is made, we won't leave you in the dark. You will be kept in the loop on the progress being made, and whether we've been able to close any new business with your customer. When that happens, your customer's financial life will be taking a turn for the better.

Your Broker-dealer disclosure will appear here.

Your Photo:
Optional

Your Name
Your title

Located at:

Your Institution's Name
Street Address
City, State Zip
Phone number
Email address

Your logo may appear here.

Why Refer?

Complete financial service for everyone

Your logo may appear here.

Why refer?

Referrals of potential investment clients are essential. The most important reason for making a referral is to provide customers with the highest level of financial services. Our investment services can change customers' financial lives decisively for the better.

Providing more services to a customer generally leads to a happier, more satisfied, and more loyal customer. Providing more services also makes the relationship longer lasting.

Every day you meet customers who could benefit from our investment services. Help the customer out, by referring them to a financial advisor to learn more about those benefits.

Below are some typical, fictitious examples in which your referral would be appropriate. In each case, focus on the changing life circumstances that may give rise to our opportunity to do more for our customer.

A mortgage may not be enough

Janet and Sam, a 30-something professional couple, have secured a mortgage and will be closing soon on purchasing their home. With two strong incomes, they shouldn't have any trouble meeting their monthly payments.

Spot the problem. But what happens if one of those incomes is lost? The house could then be at risk. In a single-income household, the solution is life insurance on the breadwinner. Sam and Janet should consider insurance on their joint lives, a "first to die" policy large enough to secure the house in the event of a premature death. At their young ages, such a policy can be very affordable.

Transition question: I think you owe it to yourself to talk to a financial advisor about how to pay off the mortgage should anything happen to either of you.

Excess safety

George is planning to renew a jumbo CD. He's not happy about the low interest rates offered today, but he's a "safety first" kind of investor. He has great respect for FDIC insurance protecting his income and principal. George jokes, "Never mind return ON my investment; I want to be sure of return OF my investment."

Spot the problem. There is such a thing as too much safety when it comes to investing. An excessively cautious approach will lead to inadequate savings growth. If George's interest rate is less than the rate of inflation, he is losing purchasing power. If he is paying taxes on the growth, all we are doing is helping him go broke safely.

Transition question: Would you consider speaking with a financial advisor? They can help you review your objectives and explore possible alternatives.

Retirement income planning

Retirees Fred and Ethel have a healthy investment portfolio. While Social Security is great, it's not enough. Years ago their portfolio income was enough to cover the rest of the budget, but more recently they've been forced to dip into principal. Low interest rates have been very hard on retirees.

Spot the problem. No one wants to outlive their retirement money. The cost of living is going up; taxes may be unpredictable; and for retirees medical expenses often soar. A formal budgeting process may be valuable in this situation. Fred and Ethel would like to have a monthly income stream that will last for the rest of their lives.

Transition question: May I introduce you to someone who is familiar with the problems of retirement income management?

Be more ambitious

Alice, in her early 30s, has been careful to contribute to an IRA every year. Her nest egg is now more than $20,000. However, she has it invested entirely in CDs of various maturities.

Spot the problems. At her age, with many years to go until retirement, Alice is an ideal candidate for a more aggressive investment strategy. The booms and busts of the stock market average out over long time periods, and that should work in Alice's favor. Alice is getting about 2% on savings now, which means that it will take 36 years for her IRA contribution to double. If she can simply boost her return to a modest 8% (the long-term average for the S&P 500 is just over 10% according to Ibbottson Associates), her money will double in nine years, and redouble in the nine years after that.

Transition question: Do you have concerns about investment planning? May I introduce you to someone who has experience in this area?

For financial institution employees only. Not for general public.