

“Fee-for-service advisors don’t make money”.

Formatted: Font: 16 pt, Bold

That’s what you hear sometimes. Yet the trade publications are filled with articles about how we are all going fee-based. Who is right?

Today will help you find out. This seminar is designed for the advisors who would like to offer want to evaluate a fee-based or fee-for-service alternative for their clients. It’s also for existing fee-based practitioners who want to review alternative models.

~~This detailed presentation~~We will cover: issues such as h

- How to sell your services instead of a product, t
- The menu approach to financial services, h
- How to bundle services and w
- How to compare different fee models
- What models are working today
- How to manage and collect fees

Formatted: Bullets and Numbering

~~Have you read the trade publications lately? We are all going fee-based~~I think we all know that fee-based works well for the high net worth client. What we want to know is if, but is it is an appropriate model for the middle class and emerging affluent.? Also, Can it cover the cost of running a practice has increased substantially and for clients who are demanding a broader scope of services?. Advisors Will fee-for service need to better position themselves you to offer financial services on a profitable basis?.

Learning Seminar Objectives

- To ~~have~~ provide you with a *working knowledge* of the significant elements required to run a fee financial advisory practice.
- To ~~have~~ provide you with a *basic understanding* of the necessary tools required to implement a change to a fee financial advisory practice.

~~What is important to understand is~~I am not just talking about starting to put money into a fee-based wrap account and calling yourself a fee advisor. As it is today in all pProvinces in Canada, except for the Province of Quebec, anyonebody can call themselves a financial planner or financial advisor.

Advisor.Ca did a survey last year¹ on how many people are giving financial advice in this country. As there is no one central registry, the answer was anywhere from 80,000 to 350,000 advisors. Converting your practice to fees is one surefire way to differentiate yourself from all this competition.

~~What I want to talk about today~~Today we will begin is a fundamental philosophical shift in how you value and approach your business. What I want to emphasize today is the By

¹ ? go and confirm what year and the numbers

the end of the day you will have a better idea how to transformation of your business from a product driven practice to a Personal Services Practice **and get paid for it.** Also, Advisor.Ca did a survey last year² on how many people are giving financial advice in this country. As there is no one central registry, the answer was anywhere from 80,000 to 350,000 advisors. Converting your practice to fees is one surefire way to differentiate yourself from the competition.

Formatted: Font: Bold

² ? go and confirm what year and the numbers