



15 WAYS

financial advisors can stay in touch

WITH THEIR CLIENTS.

There is a tendency to think that clients fire their advisors based solely on performance. But that is not the reality. *Financial Advisor* magazine conducted a study of nearly 1,400 advisors to discover the most common explanations clients gave for firing their previous advisor. You might be surprised to learn that the number-one reason clients jumped ship was failure to communicate on a timely basis.

ReminderMedia is all about helping financial advisors stay in touch with every single one of their clients. Not only do you eliminate attrition when you stay in touch, but you also earn referrals from all your satisfied clients. Here are 15 ideas that can help you remain consistent in your outreach while growing your network.

one.

Ask for feedback

Send an email asking for your clients' honest feedback. If you want to streamline the process and crunch the numbers, consider using an online polling tool like SurveyMonkey, which has a no-cost version.

two.

Write a letter

Write a quick letter that lets clients know you are grateful for their business, and are always eager to help. Feel free to include some personal updates about your family or updates regarding your business.

three.

Schedule a meeting

Set up a meeting to talk about anything on the client's mind. Let them know that the meeting will be general, and they should feel free to prepare any questions ahead of time.

four.

Send holiday cards

Send as many holiday cards as you can manage. They are simple gestures that go a long way toward keeping you top of mind, and they don't require a whole lot of effort on your part.

five.

Send birthday cards

A birthday card is even more meaningful than a holiday card, because it is personal to the individual client. If you can, try to handwrite a thoughtful note.

six.

Follow them on social media

It's not enough to just send a friend request or follow a client's Instagram. You actually have to be SOCIAL on social media. That means interacting with content they post and trying to engage in friendly dialogues about things other than finance.

seven.

Ask for their advice

If there is ever a situation where you can reach out to clients for advice, do it!

eight.

Inquire about referrals

Simply send out some communication that begins by saying how much you love working with them, and how you want more clients just like them. A little bit of sincere flattery can go a long way toward garnering referrals.

nine.

Provide market updates

Send general interpretations of the economic news that helps your clients better understand how their financial future is impacted by stock market headlines.

ten.

Reiterate your investing philosophy

Most FAs have a value proposition, yet most clients can't articulate it. Take the time to tell your clients what you strive to do on a high level.

eleven.

Give an annual gift

There's nothing wrong with a little gift once a year. Just make sure you are thinking ahead. You don't want to get a steakhouse gift card for a vegetarian.

Here are some simple ideas that apply to different kinds of clients:

- Bottle of wine
- Sports tickets
- Thoughtful book
- Food

twelve.

Create alerts in CRM

Anytime you learn about some upcoming milestone in a client's life, you need to get it into your CRM as quickly as possible. It will mean the world to a client if they complete a marathon and get a thoughtful text from their FA congratulating them.

thirteen.

Constantly reiterate your desire to be of service

Always, in everything you do, work to create an atmosphere of service around your business. The more comfortable clients feel, the more likely they are to stick around and refer others to you.

fourteen.

Create useful content and distribute with a personal touch

Content marketing is a great way to expand your brand and establish yourself as an expert. Send pieces that you think apply to a specific client directly to them.

fifteen.

Communicate good news

Because advisors are so busy, they get in the habit of only reaching out when doing damage control. You don't want clients to associate your communications with negativity, yet for many FAs, bad news and explanations of bad news are the only communicating they do. Make sure to touch base when the portfolios of your clients are doing well and deliver the good news personally. Everybody likes to hear about the fact that they're making money.

We hope you find a little inspiration in these ideas.

Feel free to check out more of our content to learn ways to rise above the competition and win more referrals and drive retention by visiting remindermedia.com.