

Why More Investors Are Choosing to Work with Independent Financial Advisors

AS YOU ACCUMULATE WEALTH, THE CLARITY AND SIMPLICITY OF YOUR FINANCIAL LIFE QUICKLY DIMINISHES.

For high-net-worth individuals (HNWIs) with a diverse mix of assets, aligning financial goals around complex asset management and investment decisions can take on a life of its own.

Why try to do it yourself?

Investors Make More Financial Progress Toward Their Goals When They Work with Qualified Financial Advisors



Average progress toward financial goals when working **WITHOUT AN ADVISOR**¹



WITH AN ADVISOR

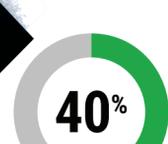
Why the Difference?

A qualified advisor expands your view of the investment landscape so you can:

- 1 Benefit from the knowledge of an industry expert
- 2 Get help navigating critical factors that directly impact your financial goals
- 3 Stay informed about market events and fluctuations that could affect your investment strategies

Yet more than **one-third** of people with \$1 million+ in investable assets do not have a financial advisor.²

Investors with advisors are **more optimistic and confident** about their financial futures.



DO NOT HAVE AN ADVISOR



HAVE AN ADVISOR

An independent advisor—known as an RIA (Registered Investment Advisor)—provides a more individualized approach to wealth management. Entrusted with \$5 trillion of their clients' wealth, independent advisors manage more wealth than traditional brokers and banks.³ Why?



Personalized Attention
They develop a customized financial plan and investment strategies as well as services that meet your specific needs.



Trustworthiness
As fiduciaries, they are legally obligated to act in your best interests at all times, providing a more holistic perspective on all of your finances.



Integrity
Their independence is key to offering unconflicted advice—they are absent ties to any funds or products and accountable only to you.



Transparency
They typically charge a percentage of the assets that they manage for you, or a flat fee. This straightforward approach avoids hidden fees.

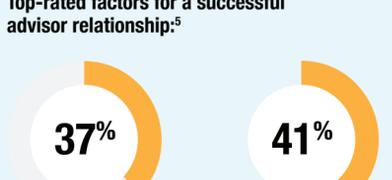
What Most Investors Look for in a Financial Advisor

Communication and Connection



Investors rate clear communication even higher in importance than portfolio performance.⁴

Top-rated factors for a successful advisor relationship:⁵



There is no replacement for human touch: 40% of investors rank face-to-face meetings as their preferred form of communication with advisors.⁶

Year after year, personalized financial advice continues to be a top priority for HNWIs, providing them with comprehensive and detailed financial pictures.⁷

Independent Advisors Understand that Communication Is Key

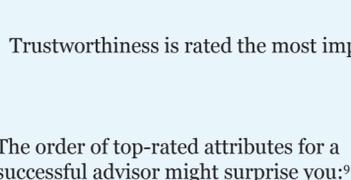


Independent advisors are obligated to put your interests first at all times, not just as it relates to a single transaction. This means that they truly need to understand you, your life goals, and your whole financial picture. To do this right, they have to listen, understand, and get to know you.

Transparency and Trust

Trustworthiness is rated the most important attribute that HNWIs look for in a financial advisor.⁸

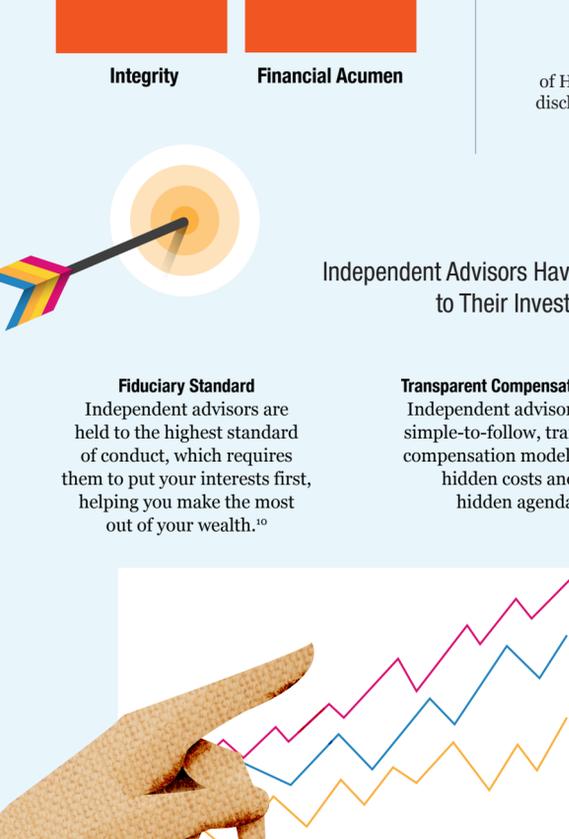
The order of top-rated attributes for a successful advisor might surprise you:⁹



of HNWIs consider having an advisor who discloses conflicts of interest a critical factor in building trust.

Independent Advisors Have an Obligation to Their Investors

- Fiduciary Standard**
Independent advisors are held to the highest standard of conduct, which requires them to put your interests first, helping you make the most out of your wealth.¹⁰
- Transparent Compensation Model**
Independent advisors have a simple-to-follow, transparent compensation model, with no hidden costs and no hidden agendas.
- SEC or State-Registered**
Independent advisors are required to publicly disclose any regulatory or legal transgressions, criminal charges, or conflicts of interest, providing detailed information on their backgrounds. This also provides visibility into personal credentials and firm history.¹¹



Is your wealth in the best hands?

To learn more about why an independent advisor may be best for you, visit

FindYourIndependentAdvisor.com

¹ Bank of America (2018). 2018 U.S. Trust Insights on Wealth and Worth. Retrieved from <https://ustrustaeam.fs.ml.com/content/dam/ust/articles/pdf/insights-on-wealth-and-worth-2018/Findings-Overview.pdf>
² Advisor Authority (2017). The Future of Advice. Retrieved from <https://assets.iffmat.com/jeffmat2/cache/file/93412191E-5056-955C-5F3CBF642D78741B.pdf>
³ Merrill Associates, U.S. Intermediary Distribution 2018.
⁴ Advisor Authority (2017).
⁵ Ibid.
⁶ Ibid.
⁷ Ibid.
⁸ Ibid.
⁹ CFA Institute Report (2017). Value of Premium Wealth Management.
¹⁰ Cohnin, K. (April 6, 2018). Worst Clients still don't trust their advisors. CFA Institute finds. Retrieved from <https://www.financial-planning.com/news/financial-advisors-face-high-levels-of-mistrust-from-their-clients-cfa-institute-finds>
¹¹ IA Compliance Consultants (September 7, 2009). RIAs Required to Disclose Conflicts of Interest & Outside Business Activities. Retrieved from <https://www.ria-compliance-consultants.com/2009/09/rias-required-to-disclose-conflicts-of-interest-outside-business-activities/>