

The Enduring Advisory Firm

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Four Myths to Dismiss

**Advisors
Are Reducing
Their Fees**

**The Industry
Will Benefit
from a Huge
Wealth Transfer**

**Young
Employees
Lack a
Work Ethic**

**Robos/Digital
Platforms Make
it Difficult
to Compete**

Instead, Inform Your Strategy With These Assumptions

**Margin
Compression**

**Brand
Confusion**

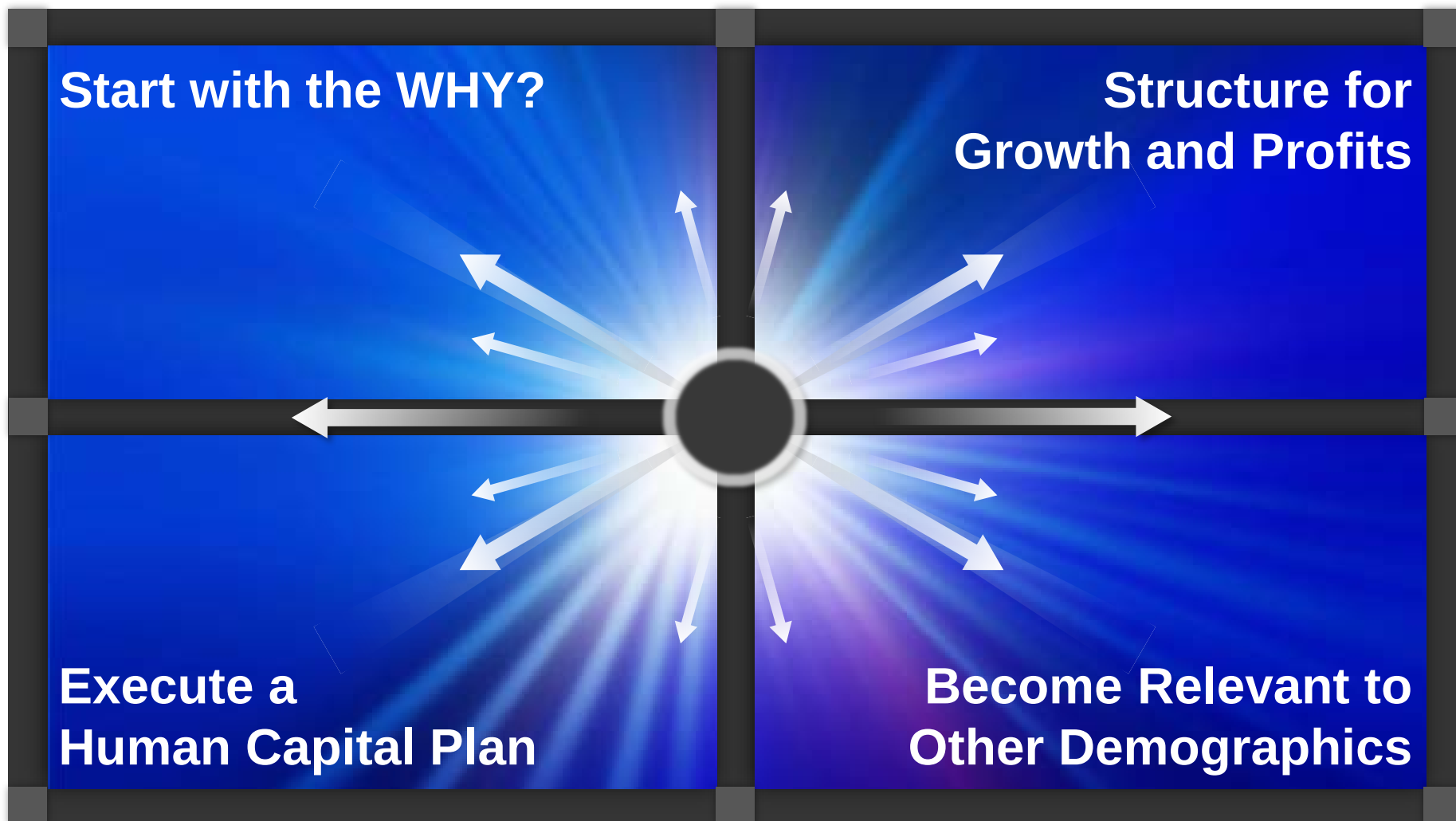
**Critical Mass
Is Elusive**

**Lack of
Capacity
Constrains
Growth**

**The Voice of
the Client
Must be
Heard**

What Should Advisors Do?

Zoom Out/Zoom In



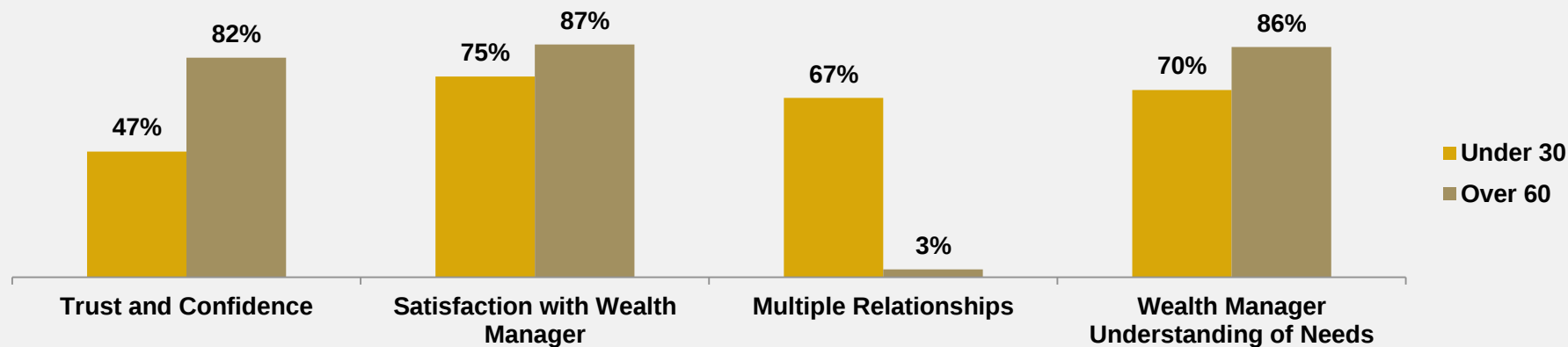
A New Paradigm for Relationships

Demographics Still Matter



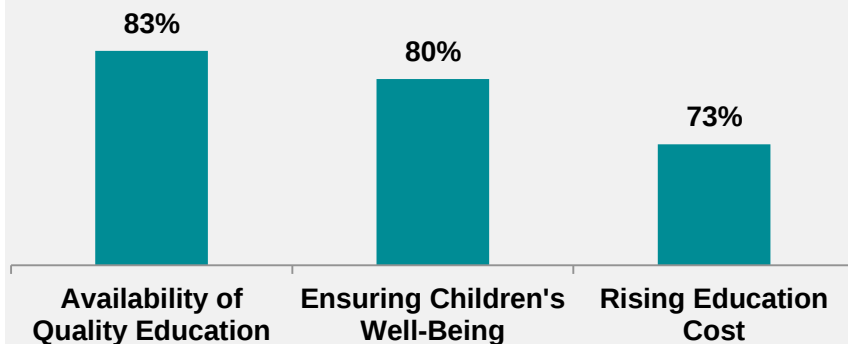
Serving New Needs and Attitudes

Key Differences of Prospects Under 30 and Over 60

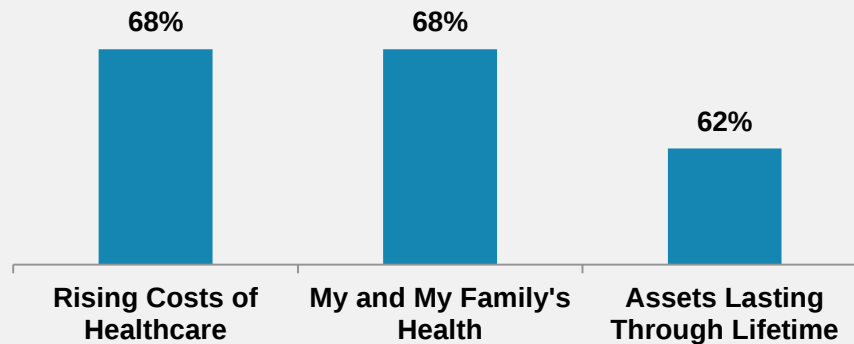


Top Concerns

Under 30



Over 60



Source: Capgemini - United States Wealth Report 2015.

The Journey from Practice to Business



A Vision and Leader for the Future

The Best Leaders Share These Five Characteristics

Vision

Ability to translate vision into action

Ownership and accountability

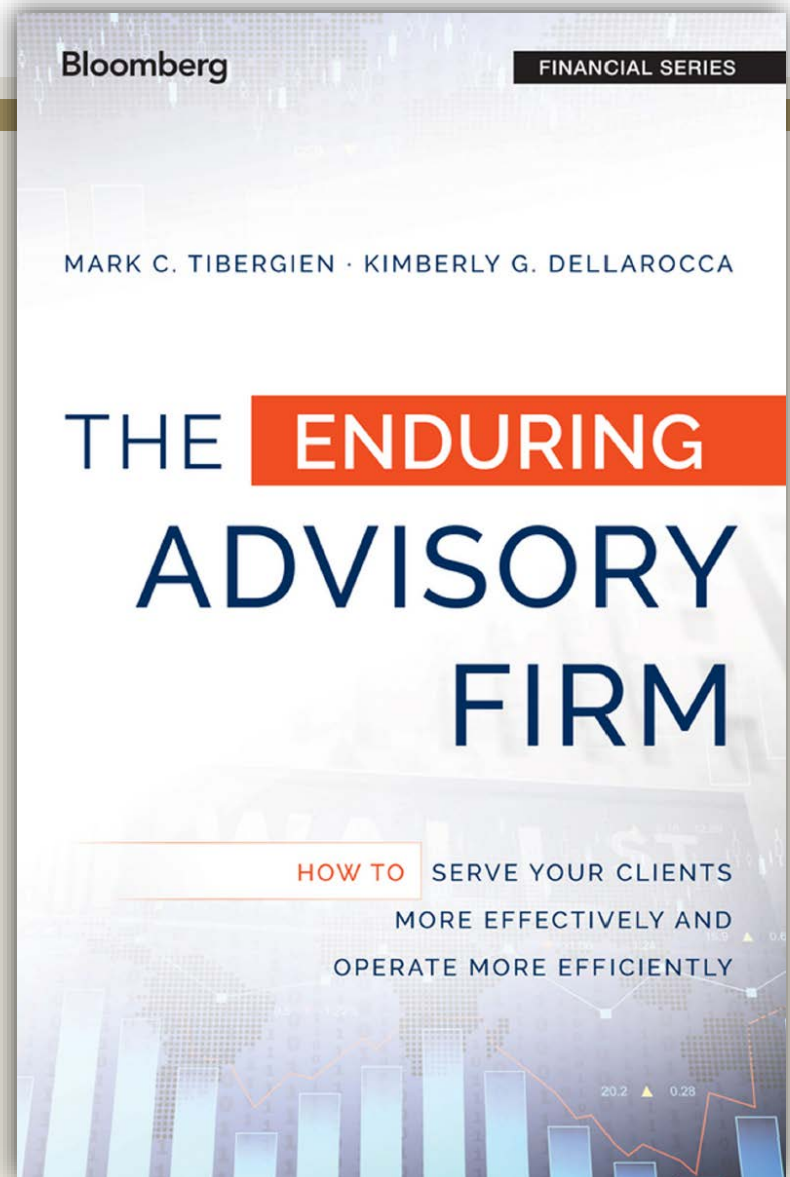
Empathy

A core belief that their best employee is more important than their very best client



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