



**TOTAL CLIENT MODEL**  
WIN AFFLUENT CLIENTS FOR LIFE

**THE EASIEST PATH FORWARD**  
THE ASSET CAPTURE PROCESS

# VIDEO TRANSCRIPTION

**John Bowen:** The asset capture process. This is all part of the easiest path forward and we have a four-step process that is really good, and it's raised billions and billions of assets under management. We want you to benefit from it. So, let's go ahead and how do we do it?

So, four step process, let me go through it at a high level. First, you're going to identify the appropriate affluent clients, step one, and then we're going to identify the opportunities for asset transfer is step two.

Then we're going to ask for the assets, and I've even given you the script here we use in our coaching programs, and then we're just going to thank them for moving forward with us, placing the confidence that they have in us.

Okay, let's go right back to the top. So, when we identify the appropriate affluent clients, you know these are people that you have a good relationship, but not all of their investible assets.

We talked about this as you know, once again over \$2 million, it's very likely they've diversified it in a number of spots. If you've done the total client profile, you now know where everything is. So, what we want to do is you've got to have a solid relationship. You've got to be delivering the experience.

What you want to do is typically these are clients who have been with you for more than five years. They've given you some of their money to invest and they've obtained some of the services from you, and or they may have introduced you to qualified prospects and the client has some goals and more pressing concerns that you know well, because you did the total client profile.

Okay. So very likely these are going to be part of the 10 best clients. Then you're going to identify the asset transfers. So, the goal is to see, you know, where there are assets away from you that you could serve. There's a number of scenarios when you do a new plan and you're going to come up with opportunities, such as estate planning, retirement and so on. The assets are going to be moved. It could be situational triggers. These are outside forces, and this is when there's big swings in the market, good or bad, it gives you a chance to talk about it.

Also, other strategic triggers can be changes in a client's life. Marriage, divorce, remarriage, birth of a child or grandchildren, and then what we call comparatives superiority. Here, you know, it's likely they have assets with other professionals and what you want to do is you know that you're outperforming, and you can add tremendous value or relationship.

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You're going to provide a much better experience or some combination of the two, and then the other is you've got an excellent relationship and they usually are more than happy to move it over. So how do you ask for assets?

It's really, and this you want to tailor based on their high net worth personality and the personal situation but let me just read it to you. Linda, we've had a great year and we're making good progress together on achieving your financial goals, as we've shared with me, it's very important for you to, let's say Linda is a family store, to really take great care of your family.

Then, let's go down. One of the things that we can do to maximize the probability of achieving everything you want is to review all your accounts, by doing a diagnostic review of where you are now with all your accounts, both with us and with other firms and where you want to go. We can help ensure that everything is balanced in the right portions so that all parts of your portfolio are working optimally together to achieve your goals of taking great care of the family.

Now, one of the things that's very important when you do the diagnostic, and everybody can do it differently, you can have different tools. I don't want to go over all the different ways of doing it, but there's really four things that you can do, if you think about it.

One, oftentimes if assets are away from you and you have assets, by combining them, what happens? You can lower costs. It's one of the few ways you can guarantee. Most of us have some kind of blended rate, so the more assets we have, the lower the costs. Oftentimes somebody else is charging more. You don't want to ever compete on price, but that's certainly one way. So cost is one.

The second is tax, because so often most of the portfolios are not tax managed. If you're doing that, bringing them together will allow you more ability to do that.

Third is risk, fourth is return. Those are the only four things that, for the most part, any of us can do. So, let me share with your kind of how you would come back. Let's say that a transfer of Astia service is appropriate, because you're only going to do this if it's appropriate, if they're in great shape. This is one of the best ways of getting confidence in you, is just tell them to stay there, but if you can add value, you want to obviously always say the truth, but let me give you an example here of what could easily be that.

Linda, we've completed a diagnostic review of your accounts and have found an opportunity to significantly improve the probability of achieving your financial goals, of taking care of your family, if we were to transfer your current, whoever, wherever it is account, to our firm. This

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would result in a more efficient portfolio for the level of risks you told us you want to take, a reduction in fees and significantly lower ongoing tax liability, as indicated in our report.

Then I would shoot in at that point another high net worth personality type thing. So, a family story, and this would allow us to be in a position to take care of your family even earlier. To accomplish this transfer, I simply need you to acknowledge the desire to transfer the account so we can get everything started right away. It typically takes, depending on the type of transfer you would say what timeframe it is, to do the transfer and redeploy your investments.

I got to tell you that's very easy. It's a really powerful process and they move forward very, very quickly, and then you want to thank them, and you want to thank them for having the confidence. You are going to be striving to earn their confidence every single day. That it. That's what they want.

Now, where are we going from here? Well, the easiest path forward. What do we want to do? Well, I got to tell you what I want to do is make it real. So, meet me in the next video, where we're going to make it real. I'll see you there.