AN EVOLVING REGULATORY LANDSCAPE

ARE YOU READY?

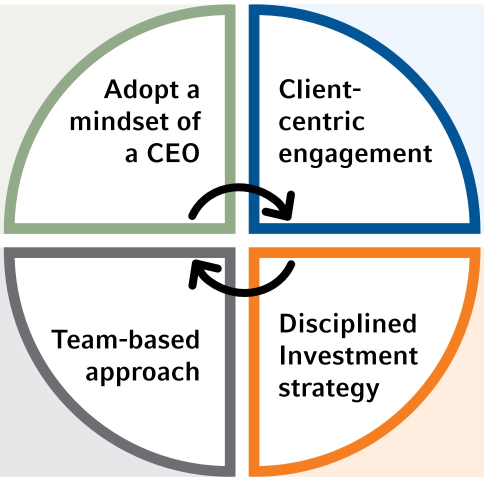
A changing landscape

Regulation around Client Focused Reforms requires that any recommendation or investment action taken on behalf of the client must always be done with the clients' interests first. This regulation, along with other sea changes across the advisory industry (e.g., market environment, competitive landscape, client and advisor demographics), suggest that the cornerstones of a successful advisory business are likely to look different in the future.

Why take the readiness assessment?

There are 4 key factors of successful advisor practices. How will your practice fare when considering changes that may need to be made in each of the components below? The time to adapt is now!

- Strategic planning
- Business risk management
- Resource allocation & time management
- Growth & retention strategies



- Holistic wealth planning-family engagement
- Meaningful discovery
- Proactive client engagement and roadmap
- Behavioral coaching

- Effective team roles and structure
- Team leadership & management
- Team skills development
- Succession planning

- Inventory management
- Transition to advisory
- Tax management
- Volatility management

Take the readiness assessment

Getting started

Take the Readiness Assessment on the next page to begin identifying areas of strength and opportunity for your practice so that you can be well positioned for the changing advisor and client landscape ahead. Use this information in conjunction with your firm's Client Focused Reforms guidance to ensure internal compliance is met.

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Client Focuses Reforms Readiness Assessment

ADOPT THE MINDSET OF A CEO	YES	NO
• Have you done a complete risk analysis on your practice in the past 24 months?	☐	☐
• Do you regularly enter notes into your client relationship management system regarding client interactions?	☐	☐
• Are your practice and team resources and roles aligned in a way that provides a consistent experience for the client?	☐	☐

CLIENT-CENTRIC ENGAGEMENT	YES	NO
• Do you have a written service model which includes a defined cadence for client engagement and contact?	☐	☐
• Do you have a well-defined discovery and regular re-discovery process that you take clients through to understand and document their top priorities and concerns?	☐	☐
• Do you have close engagement and relationships with clients’ spouses and beneficiaries?	☐	☐
• Do you have a repeatable client review process that provides needed perspective, reviews the client's priorities, and clearly articulates your planning process?	☐	☐
• Are you able to confidently articulate and demonstrate the value you deliver to clients?	☐	☐

DISCIPLINED INVESTMENT STRATEGY	YES	NO
• Have you documented your investment strategy including the design, construction and management of the process?	☐	☐
• Can you articulate it clearly and concisely to your clients in a way they understand?	☐	☐
• Have you considered outsourcing more of your asset management strategies to employ the potential benefits to clients and your practice?	☐	☐
• Do you know how many unique investment positions you manage in your practice today and are you confident in your knowledge of every position?	☐	☐
• Do you use distinct investment strategies to address clients' registered and non-registered assets?	☐	☐
• Are you able to articulate to the client the effect of market volatility on their goals?	☐	☐

TEAM-BASED APPROACH	YES	NO
• Does your team have all the skills, competencies and licenses needed to address the full scope of clients' current and future needs?	☐	☐
• Do you have a formal succession plan that addresses planned and unplanned team changes?	☐	☐

If you answered NO to any of these questions, Russell Investments can help!

What’s next?

Congratulations! By completing the Readiness Assessment, you’ve already taken the first step toward potential success in the future. But you don’t need to go it alone, especially in areas you would like to strengthen. Your dedicated Russell Investments Regional team is at your side: We will debrief your Assessment with you and take you through a process that will equip you with a prioritized execution plan. And, we can be your accountability partner throughout your implementation process. It’s how we’ve partnered with some of the most successful advisors for the past 20 years. That’s simply how passionate we are about helping advisors build and grow their business so that they can deliver to clients what they value most. Are you ready?

Learn more!

To learn more on how we can help you be future-ready, please contact your Russell Investments team at 888-509-1792 or visit russellinvestments.com/ca

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