

Discovery matters, especially in today’s environment

Clients’ needs are becoming increasingly complex and the advisor landscape is becoming ever more competitive. We have created a set of tools to help you close new business, engage clients, uncover hidden assets, retain clients, and help manage your fiduciary risk.

| Close new business | Engage clients | Provide comprehensive advice, retain clients | Help manage fiduciary risk |
|--|--|--|---|
| | | | |
| \$1-2 trillion¹ | 71%² | 7%³ | 50%⁴ |
| Expected wealth transfer to heirs within the next 10-20 years. Women are expected to be significant beneficiaries. | Of individuals say having a deep understanding of them and their goals is an important factor when selecting a financial advisor*. | Only 7% of investors feel they receive all elements of comprehensive advice needed to achieve their goals. | The average investor fails to identify 50% of their top priority goals. |

¹Source: “[The great wealth transfer requires more than a 20 year-old will and naming a few beneficiaries](#)”, Yahoo!Finance, Aug 2025

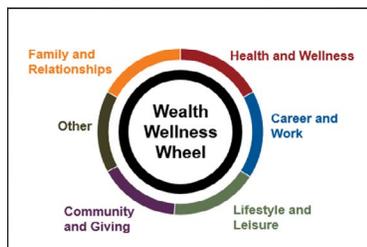
²Source: “[How can Advisors Better Communicate with Clients?](#)” (YCharts 2022)

*Clients with more than \$500K under management

³[7% of Investors Receive Comprehensive Advice as Defined by J.D. Power, May 2022](#)

⁴Source: “Mining for Goals: How Behavioral Nudges can Help Investors Discovery More-Meaningful Goals,” Morningstar, 2018

Foundations of a true discovery process – Your discovery tool kit



Wealth wellness wheel

Gain a comprehensive view of your client’s life goals, circumstances and preferences that have wealth implications



39 Discovery cards

Discover your client’s top priorities by engaging them in a quick exercise of sorting and prioritizing the deck of cards



Discovery worksheet

Capture the details clients share about their top priorities, where family members differ in their priorities, the assets clients reveal during the discussion

Best practices for using the discovery cards & worksheet

Close new business, engage clients, uncover hidden assets, retain clients, and help manage your fiduciary risk.

1 Create two stacks

Ask the client to sort the Discovery Cards into two stacks:

- Things that are “Important And Concerning To Me Right Now”
- Things that are “Not Important Or Concerning To Me Right Now”

Be careful not to miss anything

Do not remove any cards from the deck or you might miss an important detail in your clients’ priorities, circumstances and preferences.



2 I.D. Top three priorities

Ask the client to re-sort the stack of “Important And Concerning To Me” cards and identify only the Top Three Priorities that they are most concerned about right now.

Working with couples or Multiple generations?

Give each person their own deck of cards to sort. This will give you—and them—the opportunity to uncover where their priorities overlap, and where they don’t. Facilitating and mediating this important conversation will help you earn their trust and loyalty—and may improve their planning and investing success.



4 The result: trust & loyalty

Engaging your clients to identify and articulate their priorities, and then helping them address those priorities, will build trust and loyalty.

How often should I do discovery?

Go through this exercise every 12-18 months, especially with your top clients, to ensure you are on the same page.



3 Go deeper

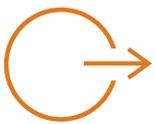
Focus on the Top Three Priorities. Ask open-ended questions to uncover the underlying emotion and motivation sparked by the Top Three. Start scribing! Use the worksheet to capture these details.

Go-to open-ended questions

- Tell me more about these top three priorities.
- Which other family members need to be involved?
- How would you and your family feel if we accomplished these goals?



Learn more!



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