

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 fiduciary risk.

CLOSE NEW BUSINESS



\$72.6 trillion¹

Expected wealth transfer to heirs through 2045. Women are expected to be significant beneficiaries.

ENGAGE CLIENTS



60%²

Of individuals say having a deep understanding of them and their goals is an important factor when selecting a financial advisor.

PROVIDE COMPREHENSIVE ADVICE, RETAIN CLIENTS



27%³

Of HNW investors plan to switch advisors in the next three years.

HELP MANAGE FIDUCIARY RISK



50%⁴

The average investor fails to identify 50% of their top priority goals

¹ Source: "Cerulli Anticipates \$84 Trillion in Wealth Transfers Through 2045" - Jan 2022" Cerulli Associates

² Source: Based on responses of individuals who currently invest >\$500k in AUM with financial advisors and wealth managers surveyed in "How can advisors better communicate with their clients", December 2019 by YCharts. Total sample size represented 650 individuals across the U.S. https://go.ycharts.com/hubfs/YCharts_Client_Communications_Survey.pdf, Accessed Feb 3, 2021.

³ Source: "How do you Build Value When Your Clients Want More than Wealth?" 2019 Global Wealth Management Research Report, EY, 2019

⁴ Source: "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



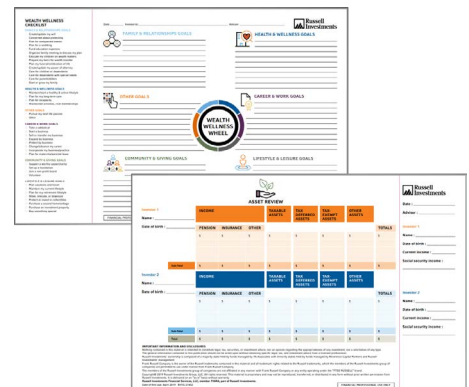
WEALTH WELLNESS WHEEL

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 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!

We are passionate about helping you build the business you want, whether that means building more efficient processes, improving client relationships, or simply freeing up more of your time.

To learn more on how we can help elevate your business, please contact your Russell Investments team at 800. 787.7354 or visit russellinvestments.com.

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