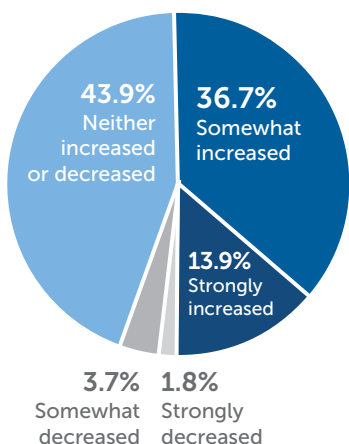


How can financial advisors formulate more appropriate financial goals and build durable client relationships?

What is your client's "money story"?

Money is such a vital part of our lives that it becomes inextricably linked to our feelings of self-esteem, power, freedom, security, and love. Investors' psychological and emotional attitudes towards money will inevitably define their life dreams and financial goals.



A better understanding of an investor's "money story" can lead to more productive dialogues around investing and higher levels of client satisfaction. This view was endorsed by investors, who expressed significant interest in employing financial advisors (FAs) who adopt a behavioral approach.



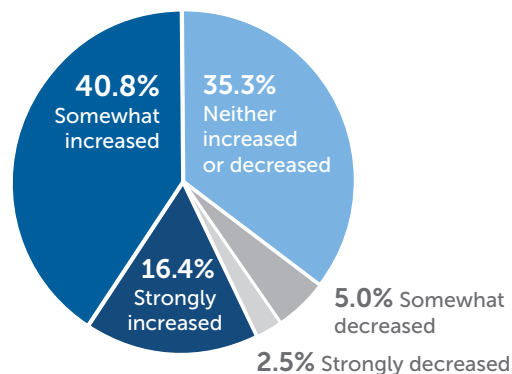
50.6% of those surveyed said they were somewhat or strongly interested in working with FAs who demonstrate an expertise in devising investment portfolios that reflect their clients' emotional and psychological attitudes towards money.

Start by asking the right set of questions

Investors are eager to work with FAs who use behavioral assessment tools

But most firms do not have effective tools for measuring the behavioral characteristics of their clients. The typical investor policy statement is not well-suited to capture an investor's real tolerance for risk, aversion to loss, or his or her deep-rooted feelings towards money and investing. This lack of understanding can present major problems during the course of the client relationship.

It is not surprising therefore that there is significant interest among investors in working with FAs who use behavioral assessments to assist in financial planning and goal setting.



57.2% of those surveyed said they were somewhat or strongly interested in working with FAs who ask their clients to complete a behavioral assessment designed to evaluate their feelings and attitudes around money and risk.

Source: Cogniscent market research survey of 1,000 investors who currently employ a financial advisor, April 2014.