

**Financial Planning Association of Minnesota • 2011 Annual Symposium
Monday, October 24, 2011 • 1:55 – 2:45 pm**

Marketing Planner Panel

Moderator Julieann Schroeder

Presenters Robert J. Klosterman, Melissa R. Machlitt, & Jon T. Meyer

Course Instructors:

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Presentation Description:

Do you resist the urge to market? Never spend a dollar on advertising? Attract new business purely by word of mouth? No formal strategy to garner new clients? If that sounds like your firm, our "first ever" marketing session is for you! Please attend this session to hear successful marketing ideas from three local firms. The panelists will share their best practices for new client prospecting and recruitment, client appreciation and retention practices, and how they market/brand themselves to the public.

DETAILED OUTLINE:

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|--|-------------------|
| A. <u>General Overview</u> | <u>5 minutes</u> |
| a. Nature of our business | |
| b. Agenda for presentation | |
| B. <u>Building client Relationships</u> | <u>15 minutes</u> |
| a. Our definition of what fits into this category | |
| b. Marketing "rules of thumb" to determine success | |
| c. Events we did – what worked and what didn't | |
| d. How to measure | |
| C. <u>Client Education</u> | <u>15 minutes</u> |
| a. Our definition of what fits into this category | |
| b. Marketing "rules of thumb" to determine success | |
| c. Events we did – what worked and what didn't | |
| d. How to measure | |
| D. <u>Name Recognition</u> | <u>7 minutes</u> |
| a. Our definition of what fits into this category | |
| b. Marketing "rules of thumb" to determine success | |
| c. Events we did – what worked and what didn't | |
| d. How to measure | |
| E. <u>Advertising</u> | <u>8 minutes</u> |
| a. Our definition of what fits into this category | |
| b. Marketing "rules of thumb" to determine success | |
| c. Events we did – what worked and what didn't | |
| d. How to measure | |

Learning Objectives: By the end of the session, attendees will understand:

- 1) Have a basic understanding of the different forms of "marketing"
- 2) Have general guidelines on what would be considered a "success" for each type of event
- 3) Have a laundry list of different marketing ideas
- 4) Know what things to track for each event
- 5) Have general resources for ideas or to help implement

What is one marketing idea that has helped your practice grow to where it is today? (e.g. Do you advertise? Do you put on seminars? Etc.)	Name	Company	Work Phone
Affiliate with other professions (ie CPAs); they no doubt have an angle on the client's taxes, but I've found they need (want?) someone well versed in insurances and investments.	John Bergstrom	Cardinal Wealth Advisors	952-746-4700
Affinity marketing within select associations and groups.	Angela Kiefer	Wells Fargo Advisors	952-475-8922
Being a member of NAPFA.	Robert Kleinfeld		(651) 456-5385
Client events	Philip Box	Box Financial Advisors	612-347-8621
College funding seminars to parents	Michael Erpenbah	Waddell & Reed	651-483-1411
Community Networking	Janet Stanzak	Financial Empowerment, LLC	952-646-0026
Consistently, every week, spend 4hrs on just marketing effort- new ideas, follow through etc.	Thomas Alf	Clerestory Advisors, Inc	651-209-2610
Continue networking. You never know who somebody knows.	Drew DeWitt	Hallett Financial	952-449-9269 x633
Develop and maintain a list of prospects (people I've met or spoken with tat I think I'd like to do business with) and contact them regularly (and more frequently when there is uncertainty in the markets).	John Bina	Focus Financial Network, Inc.	651-379-3908
Developing a niche	Laurie Laner	Financial Designs Inc	952-843-0301
Do a great job for existing clients.	Mike Miller	Integra Shield Financial Group	(763) 201-1390
Do not advertise or put on seminars.	Shannon King	SilverOak Wealth Mgmt	952-896-5701
Do what you like and enjoy doing. EI: Hunt, fish, golf. It is amazing how many clients I pick up by just having fun and letting new people I meet know that I can help them if they have financial planning issues.	Scot Hanson	Educators Financial Services	612-590-6389
Doing more outreach and offering retirement planning services to people proactively.	Brenda Peterson	ELCA Board of Pensions	612-752-4442
Events for our clients where they can bring their friends (example: Shred-It event).	Rachel Infante	Fure Financial	952-944-8250
First and foremost, be referable. People will be much more likely to refer you if they think you are fantastic. Secondly, hold yourself out to your community, i.e., your natural market, as a financial planner. Make it your identity. The more people who know what you do, the higher probability that they will come to you or refer you.	Benjamin Aukenthaler	Ameriprise Financial Services	952-746-9456
First time home buyer seminars	Julie Wilzbacher	Prime Lending	651-503-4333
Focus on the employer plans market.	James Driscoll	AdvisorNet Financial	612-347-8600
Focus on your clients and they will take care of you if you are clear in your specialty and who you enjoy working with.	David Heitkamp	Focus Financial Network, Inc.	952-591-9770
Get involved in Social Media.	Michael Westling	Newman Long Term Care	612-454-4426
Get involved on boards	Lauri Salverda	Clerestory Advisors, LLC	651-209-2610
Group volunteer events with clients	Richard Devick	Bond & Devick Financial Network	952-591-0113
Handwritten thank you note anytime someone refers or mentions referring.	Laura Kuntz	Raymond James Financial Services, Inc.	952-854-6250

Have a professional marketing department	Chad Essman	Wealth Enhancement Group	763-417-1766
I ask for referrals	Gerald Gries	Edward Jones	763-595-7315
I could use some marketing ideas	David Daline	RBC Dain Rauscher	952-476-3755
I do not maintain a financial planning practice.	Bonnie Lane	Ameriprise Financial Services	612-678-4648
I don't advertise. Get out there and meet people through local clubs and go to meetings. Get involved in the community.	Julie Dillon	Dillon Financial Group	218-829-0356
I have bought other advisors practices when it is a good fit and that has worked out very well.	Daniel Getsch	Ameriprise Financial Services	651-578-1019
I have regular contact with my clients and provide in depth comprehensive planning in addition to investment planning. It's been wonderful for my retention. I do not advertise or put on seminars. Those practices are good ways to spend money and do not improve my quality of advice. I also network and stay in close contact with CPAs and Estate Attorneys.	James Bryan	Cahill Financial Advisors, Inc.	952-926-1659
I just continue to do what I enjoy: Hunt, fish and golf. This is where I get a significant number of my clients. Just do what you enjoy and clients will come your way. But, I also pride myself as being current and knowledgeable, So when opportunity knocks, you are ready to come in. Attending FPA monthly meetings and symposium, helps me to keep current.	Scot Hanson	Educators Financial Services	612-590-6389
I sold my practice many years ago	Norman Mitchell	Ameriprise Financial Services	612-671-2329
I'm not joking...a firm handshake and a sincere 'how are you?'	Alfred Rashid	Financial Organization Services Inc	612-347-8601
In my industry (service) it is strictly word of mouth or one on one sales (face to face). Does the FPA market or recruit at colleges? I have never heard of your organization until today and even at the MBA level (University of ST Thomas) we were not exposed to your organization. I would like you have many great opportunities to offer students at both the undergrad and graduate levels.	Sheila Weiss		612-760-7136
Investment in continuing education	Ryan McKeown	Wealth Enhancement Group	507-386-1755
Investment modeling	Doug Olson	Focus Financial	651-379-3922
It's always been about exceptional client service. I've always felt that there were additional service deliverables I still needed to do with my clients before I put in more outside marketing effort. For me, it has paid off really well with referrals!	J Kyle Watkins	Focus Financial Network, Inc.	952-953-4300
I've started giving retirement parties for my best clients, telling them that after all this time getting them to the point of retiring, I want to help them celebrate! They invite anyone they want to come, and everyone is amazed. Lots of goodwill. And you don't have to do it for everyone - I'm selective.	Barbara Kirby	Focus Financial	651-379-3942
Leadership and community involvement in selected non-profit organizations	Douglas Ritter	Discovery Financial Centers, Inc	651-388-9594
Marketing through email.	Michael Hochstetler	Focus Financial	651-379-3945
NAPFA membership	Colleen Weber		952-470-0750

Networking & providing superior client services. A robust, well-written web site.	Robert Aylin	Prairieview Partners	651-233-1056
Networking with other professionals	Dana Basballe	Advisors Group	507-534-3198
Newspaper Ads	Jeannie & Larry DeGraaf	DeGraaf Financial	(320) 251-6968
On each agenda is a line item - growth through referrals. We do not ask for the client to give us referrals but let them know we have grown and continue to grow our business mainly through referrals. We explain are niche client at the meeting as well.	Dana Brewer	Kramer Lothrop Brewer Financial	952-885-9088
Organizing seminars and speaking at industry events	Derek Hicks	LarsonAllen Financial	612-376-4565
Professional Network - relationship with CPAs, Referrals	Ellen Fee	McGladrey	(612) 376-9891
Promoting the financial plan as the centerpiece of our relationships with any client.	Charles K. Vomacka	Rekow Management, LLC	320-269-7889
Radio Show - WCCO	Nick Beissel	Wealth Enhancement Group	763-417-1780
Referrals	John Dritz	Focus Financial Network	952-591-9770
Referrals	Ronald Reiver	1st Global Capital Corp	763-417-0809
Referrals from existing clients	Satoru Asato	McNellis & Asato, LTD	952-548-3123
Seminars	Benjamin Setterlund	North Star Resource Group	612-617-6028
Seminars	Lesley Nystrom	Focus Financial Network, Inc.	651-631-1683
Seminars	Lucretia Mattson		(715) 832-2259
Seminars	Margaret Jakubik	Ameriprise Financial Services	
Seminars	Michael Branch	Focus Financial Network	651-631-8166
Seminars	Ronald Evans	Hopkins Financial Advisors, LLC	952-253-1099
Small breakfasts, lunches or dinners with clients and an outside investment sponsor.	John Holman	Baceline Investments, LLC	720-382-2964
Small dinner seminars with wholesalers. Yes - Yellow Book, Yes - Small dinner seminars with wholesalers.	James Volin	Ameriprise Financial	605-335-1693
Smaller, targeted client events.	Robin Aden	Wells Fargo Bank, N.A.	605-575-6958
Support and sponsor youth activities and teams.	Bonnie Denzel	Dorn & Co, Inc	218-739-5236
Taking friends and prospects out for things that I enjoy doing -- golfing, dinner, sporting events, etc. Business is talked about, but the focus is fun. It's amazing the amount of business that can come from having a great time.	Michelle Gonzalez	Thrivent Financial	952-345-3037
Transitioning Accounting Practice clients	Dennis Gianoli	Total Wealth Care	507-263-3539
Treating client's and their guests to an entertaining night out.	Maclay Swanson	Ameriprise Financial	651-765-7031
Truly understand how and why we add value and be able to articulate it.	Richard Clark	Jensen Investment	503-332-6993
Two years ago we had a pre-Christmas sit down dinner. The clients loved that and the entertainment that we provided.	Larry Flanagan		515-223-6629
Use a professional Resume describing you and what you believe in.	John Lawien	RBC Wealth Management	218-728-8418
Utilization of broker-dealer resources such as client touches with weekly economic update email.	Brian Obermeier	Obermeier Financial Services	952-898-2011
We advertise and also do several seminars each year.	Arlene Myers	Thrivent Financial for Lutherans	651-458-5392

We have a dedicated department that focuses on education of our benefits.	Deirdre Johnson	ELCA Board of Pensions	612-752-4026
We network with our internal business partners to secure leads and deepen current client relationships.	Marie Dawson	M&I Wealth Management	952-918-1181
Website enhancement, including several video segments	David Schwandt	PLANVISERr Financial	612-436-3755
Word of mouth. Reputation. Some advertisements	Benjamin Copperthite	RJ Ahmann Company	952-947-9758
Work with a coach for ideas, accountability in marketing.	Eric Johnson	Eric B. Johnson Financial Advising	507-238-1926
Workshops	Anne Ward	Allodium Investment Consultants	612-230-3720
Worksite education to employees on a customized topic important to the business owner that also delivers a comprehensive personalized financial plan to each participant (and spouse/significant other) if the chose to go the process at no charge.	Charles Anderson	Focus Financial	651-379-3930

What practice(s) have you implemented that you feel reflects your commitment to clients and service? (e.g. thank you letters for referrals, etc.)

	Name	Company	Work Phone
1. Integrating the use of my i-pad into my day-to-day business	John Bina	Focus Financial Network, Inc.	651-379-3908
2. Stay focused on what you want your client experience to be every time they interact with my practice and firm.			
Three month reviews, Client appreciation events, Donating to a charity of clients choice when becoming client/retiring	Ryan McKeown	Wealth Enhancement Group	507-386-1755
After every prospect/client/COI meeting, we extend our appreciation by sending a handwritten thank you note.	Marie Dawson	M&I Wealth Management	952-918-1181
Annual client appreciation picnic	Jeannie DeGraaf	DeGraaf Financial	320-251-6968
Annual client appreciation picnic.	Jeannie DeGraaf	DeGraaf Financial	(320) 251-6968
At every meeting we encourage our clients to use us for the many financial decisions that they encounter – whether by telephone or a one on one meeting. We send summaries of our meetings to our clients.	Larry Flanagan		515-223-6629
Attend FPA MN meetings and symposium. Listen to various radio and TV programs on Financial Planning such as the Ray Lucia show, to help keep current. Also I read magazines such as Financial Planning, Wealth Managment, and InVestment News.	Scot Hanson	Educators Financial Services	612-590-6389
Be a go-giver not a go-getter.	Michael Westling	Newman Long Term Care	612-454-4426
Birthday cards	Derek Hicks	LarsonAllen Financial	612-376-4565
Broad array of services provided in-house. We have our own CPA firm and one of our partners is a MN-licensed atty specializing in estate planning. We are actively engaged in our client's philanthropic planning, college planning, debt management and cash flow modeling.	Robert Aylin	Prairieview Partners	651-233-1056
Cards for all occasions recognizing big milestones in our client's lives (example: New baby, new home, loss of a loved one, new job, etc.). We want our clients to know we care first and foremost about not only their financial life but their overall well being.	Rachel Infante	Fure Financial	952-944-8250
Client Appreciation Events	Nick Beissel	Wealth Enhancement Group	763-417-1780
Client appreciation events: Twins + tailgating, Women's events at Bachmans	Jennifer Cords	Thrivent Financial For Lutherans	952-358-3456
Client review meetings	John Dritz	Focus Financial Network	952-591-9770
Coffee cards for referrals, hand written notes, and client appreciation events (free of any product sponsors).	Angela Kiefe	Wells Fargo Advisors	952-475-8922
Completing my CFP. I feel this is one of the best ways you can show your commitment to excellence to help cleints. Send lots of emails out to clients, many have nothing to do with financial planning or tax planning. Often, I send a picture of a recent walleye, salmon or other outdoor adventure. People like getting these pictures that show you are out having fun and enjoying life. If you do not have passion for something, you have passion for nothing.	Scot Hanson	Educators Financial Services	612-590-6389

constant contact through cards, letters, newsletters, and email.	Julie Dillon	Dillon Financial Group	218-829-0356
Contact and response to client concerns	Ronald Evans	Hopkins Financial Advisors, LLC	952-253-1099
Contact, contact, contact. I've never heard a prospect tell me they left their advisor because he/she was always calling them!	John Bergstrom	Cardinal Wealth Advisors	952-746-4700
Continuing planning updates with existing clients even though the revenues come from investment advisory	Philip Box	Box Financial Advisors	612-347-8621
Core planning reviews for every client.	Robin Aden	Wells Fargo Bank, N.A.	605-575-6958
Creating a comprehensive service model by creating different tiers of clients.	Kenneth Kramer	Munkeby Kramer/SII Investments	952-474-6933
Detailed Meeting Notes following each meeting - providing clarification around what was discussed and next steps	Ellen Fee	McGladrey	(612) 376-9891
Do total planning including work you receive no direct compensation for but clients clearly benefit from(reviewing tax returns, allocating their company retirement plans, estate planning reviews,business planning, etc.).	David Heitkamp	Focus Financial Network, Inc.	952-591-9770
Do what you say. Finish what you start. Show up on time. Say please and thank you.	Drew DeWitt	Hallett Financial	952-449-9269 x633
Doing more outreach and offering retirement planning services to people proactively.	Brenda Peterson	ELCA Board of Pensions	612-752-4442
End of year monetary contributions to community human service organizations in lieu of Christmas gifts to clients	Douglas Ritter	Discovery Financial Centers, Inc	651-388-9594
Excellent service referrals	Doug Olson	Focus Financial	651-379-3922
Face-to-face meetings with client homes/offices	Michael Hochstetler	Focus Financial	651-379-3945
Flowers to clients on special occasions.	Bonnie Denzel	Dorn & Co, Inc	218-739-5236
Focusing on a fiduciary relationship with every client.	Eric Johnson	Eric B. Johnson Financial Advising	507-238-1926
Follow thru and follow up communications - going above and beyond our 'normal' service status.	Sheila Weiss		612-760-7136
Follow up letters from inquiries	Lucretia Mattson		(715) 832-2259
Frequent 'touches' with my clients throughout the year	David Schwandt	PLANVISERr Financial	612-436-3755
Gifts for milestones (new job, child, etc.).	Benjamin Setterlund	North Star Resource Group	612-617-6028
Giving Nick Murray book to selected clients and prospects.	Charles K. Vomacka	Rekow Management, LLC	320-269-7889
Good communication with clients - calls, letters, e-mails, thank you's - and excellent service	Lesley Nystrom	Focus Financial Network, Inc.	651-631-1683
Hand written correspondence. Birthday and Condolence cards. Flowers for special occasions. Personal visits to clients, esp. elderly.	James Volin	Ameriprise Financial	605-335-1693
High customer service scores and high client retention percentages reflect our customer service.	Benjamin Copperthite	RJ Ahmann Company	952-947-9758
I have implemented a very systematic client service model, which my assistant and I are very disciplined about sticking to. In doing so, we always provide a high level of service, consistently meeting or exceeding clients expectations.	Benjamin Aukenthaler	Ameriprise Financial Services	952-746-9456

I put the investment into quality staff and leverage myself when I feel I am maxed out and there are client initiatives that need to be implemented.	J Kyle Watkins	Focus Financial Network, Inc.	952-953-4300
I send a personalized piggy bank for new babies (or grandbabies)	Miriam Hobart	Ameriprise Financial	651-256-6012
I'm big on hand written thank you cards.	Bonnie Lane	Ameriprise Financial Services	612-678-4648
Increased usage of web-based resources for clients.	James Driscoll	AdvisorNet Financial	612-347-8600
Investment models and batch trading.	Ben Potthoff	Focus Financial	651-379-4805
Listen to clients	Colleen Weber		952-470-0750
Obtained the CFP	Michael Branch	Focus Financial Network	651-631-8166
Offering a fee only business model.	James Bryan	Cahill Financial Advisors, Inc.	952-926-1659
Periodic phone calls to clients.	Brian Obermeier	Obermeier Financial Services	952-898-2011
Personalized financial planning and portfolio comments on quarterly reports.	Janet Stanzak	Financial Empowerment, LLC	952-646-0026
Phone calls to check in at a minimum every 2 to 3 months	Lauri salverda	Clerestory Advisors, LLC	651-209-2610
Prescheduling the meetings for the year at the beginning of the year.	Daniel Getsch	Ameriprise Financial Services	651-578-1019
Thank you gifts for referrals and personal note to prospects after they come in.			
Processes that mean I don't miss something even if I get busy and even if the client wouldn't notice.	Laura Kuntz	Raymond James Financial Services, Inc.	952-854-6250
Providing superior service	Dennis Gianoli	Total Wealth Care	507-263-3539
Quarterly market commentaries, check-in calls, and a formal annual review meeting with written follow-up documents. Also, putting on client education workshops	Anne Ward	Allodium Investment Consultants	612-230-3720
Regular frequent contacts	Mike Miller	Integra Shield Financial Group	(763) 201-1390
Regular reviews and setting up a service model for clients based on their needs.	Arlene Myers	Thrivent Financial for Lutherans	651-458-5392
Regularly scheduled newsletters, thanks you notes with a token gift for new accounts.	Michael Erpenbach	Waddell & Reed	651-483-1411
Sending happy birthday notes or e-mails to my clients, as well as 50th anniversary notes and other important landmarks in my clients' lives.	Michelle Gonzalez	Thrivent Financial	952-345-3037
Small breakfast, lunches or dinners with clients and an outside investment sponsor.	John Holman	Baceline Investments, LLC	720-382-2964
Strong client service model - systematic	Margaret Jakubik	Ameriprise Financial Services	
Summary letters, emails, phone calls that are all a personal touch.	Maclay Swanson	Ameriprise Financial	651-765-7031
Thank you for referrals	RonaldReiver	1st Global Capital Corp	763-417-0809
Thank you letters for referrals, beginning each meeting with what is most important to them and what they would like to accomplish.	Charles Anderson	Focus Financial	651-379-3930
Thank you letters, annual surveys, birthday cards, etc.	Shannon King	SilverOak Wealth Mgmt	952-896-5701
Thank you Notes for referrals / Informative Quarterly Letters with Reports	Satoru Asato	McNellis & Asato, LTD	952-548-3123
Update letters	David Daline	RBC Dain Rauscher	952-476-3755
Very quick response time. Answer every email / call to at least say that we are looking into whatever they are requesting, sending updates as we are progressing if there are several steps, staying in close contact.	Laurie Laner	Financial Designs Inc	952-843-0301