
Best Practices for Leading Wealth Advisors

Table of Contents

I. BUSINESS STRATEGY	
A. Management and Governance.....	6
B. Business Metrics	8
C. Pricing for Profitability.....	9
II. BUSINESS DEVELOPMENT	
A. Marketing and Positioning.....	10
B. Sales Process.....	11
III. SCOPE OF SERVICES AND SERVICE DELIVERY	
A. Value-based Service Offering	12
B. Client Service Experience	13
C. Integrated Planning Process.....	14
D. Investment Planning Process.....	15
IV. TALENT AND TEAM STRUCTURE	
A. Development of Talent	16
B. Team Structure	17
C. Compensation and Incentives.....	18
V. PROCESS MANAGEMENT AND OPERATIONS	
A. Financial Reporting.....	19
B. Operations and Compliance.....	20