

## The \$100 Million Plus Advisor™

The \$100M+ advisors are recognized for their successful asset gathering and client relationship expertise. For investment product distributors, understanding the mindset of the most successful retail advisors will add to your distribution capabilities and help drive increased revenue.

### Inside The Report

This new report will focus on these forward-thinking industry leaders and offer insights that will help you successfully sell to this key segment. Find out about their attitudes and behaviors toward investment trends, product allocation, brand preferences and loyalty, and how they structure their business, then put these insights to work to increase your distribution to these highly profitable advisors.

#### \$100M+ Advisor Specific Insights

- Types of messaging advisors use to recruit more affluent clients
- Strategies they employ for asset gathering
- Essential "value added activities" provided by investment providers

#### Brand Evaluation Based on \$100M+ Advisors

- Mutual Fund, ETF, and Variable Annuity providers doing the best job of connecting with these advisors
- Satisfaction and brand loyalty with a variety of providers
- Numerous brand attributes based on advisor experience (e.g., performance, sales support, fees, range of products, etc.) and brand imagery (e.g., leadership, innovation, etc.) for a wide range of providers

#### Financial Advisor Profiles

- Key \$100M+ advisor profile and demographic measures such as gender, age, tenure at current firm, number of years in the industry, compensation structure, etc.
- Current and projected asset allocation across a variety of products
- Use of Alternatives and specific ETF product types
- Proportion of discretionary vs. non-discretionary clients

#### Special Section on Aspiring \$100M+ Advisors

- Key findings such as product allocation, satisfaction and loyalty, likelihood to purchase products from providers, allocation to ETFs, Alternatives, etc. among this up-and-coming group of advisors

**Methodology:** Data was collected via a web-based survey of a nationally representative sample of more than 1,600 registered financial advisors, of which 475 advisors had \$100 million or more under their management. Data was collected in April 2011.

**Deliverables:** Detailed report including a summary of findings and implications for investment provider and advisory services firms.

**Research Investment:** \$15,000

#### To order report or for more information:

E-mail [info@cogentresearch.com](mailto:info@cogentresearch.com) or call 617-715-7641

#### Value

This report will help executives:

- Understand the needs and preferences of this key advisor cohort
- Enhance segmentation strategy
- Improve marketing and communication
- Increase market share from high end advisors

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#### Custom Research

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