

Take the lead on longevity



Expanding your professional network to include new centers of influence for the new longevity

As a financial advisor, you are often the center of your clients' financial lives – helping to coordinate a network of trusted advisors. This is especially true as those clients get older and live longer, because a new range of services – and experts – will need to be factored into their long-term plans.

Maintaining quality of life throughout increasingly long retirements is becoming a growing challenge for millions of Americans. With expanded longevity comes a whole new set of challenges, and with these challenges, myriad products and services to help meet them. And sorting through it all can be overwhelming.

Whether your client needs a healthcare specialist, caregiving assistance, transportation or legal aid to maintain their quality of life, you can offer more than a shoulder to lean on – you can point them in the right direction by introducing all of the key service providers they will need and sharing effective ways to vet and locate professionals. Guiding your clients toward solutions that fit their life is a way to differentiate yourself and solidify your most important relationships.

Providing guidance for the long term

When clients are faced with a need, and are unsure where to turn, you are given an opportunity to provide a unique and differentiating service by helping them sort through an important issue in their lives. The following are some best practices to keep in mind when providing advice.

- Listen.

Being aware of what is going on in your clients' lives and the situations they're facing is the best way to discover opportunities to provide advice.

- Explain the issue.

Use conversations to raise awareness of issues and discuss types of services and providers clients should look for. Make them aware and get them thinking and moving in the right direction.

- Discuss their options.

Educate clients on the options that exist for their situations. Sometimes just setting the stage and creating awareness can make all the difference in the decision-making process.

- Point them in the right direction.

To take it a step further, introduce clients to websites, directories, government organizations or other third-parties that specialize in helping find appropriate service providers.

- Encourage clients to do their own research.

Guide your clients in the right direction, but understand they need to find the professional who best fits their situation. This process educates the client about different types of professionals that may be able to help, not specific people or businesses.

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