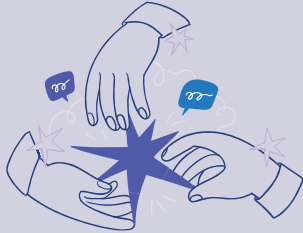


# Four Steps to a Great Referral Process



## 1. Identify the Need

Does the client need help with investment management, financial planning, or tax planning? Are there specific pain points causing the client stress or costing them money?



## 2. Acknowledge the Need

Has the client ADMITTED they need help in one or more areas: investment management, financial planning or tax planning?



## 3. Willingness to Accept Help

Is the client ready to work with an advisor? Are they comfortable delegating or collaborating on financial decisions, knowing it may require giving up some control?



## 4. Understanding the Fees

Does the client understand and agree to about a 1% annual fee for assets under management?



## Bonus Question:

*What made you think of us? Does the client have any preferences for the type of advisory firm or advisor they want to work with?  
(e.g., Women-led, tax specialists, local boutique vs. national firm)*