



IDENTIFYING THE INVISIBLE RICH

Objective

Assist advisors in identifying prospects within the wealthiest 2-5% of the local population. Seminar is customized specifically for each individual market. The strategy is to identify the wealthiest communities and identify many of the wealthiest residents.

How?:

Research beforehand starts with classification as a metro, suburban, retirement/vacation or small town/rural market. Next market is analyzed to identify wealth in four categories:

- High Asset/High Cash Flow
- High Asset/Low Cash Flow
- Low Asset/High Cash Flow
- Under the Radar wealth

What Does the Seminar Contain?

Who Are the Wealthy?:

- High Asset, High Cash Flow - Senior executives of public companies, owners of established private companies;
- Low Asset, High Cash Flow - “People who work for someone else”, newer business owners, professionals
- High Asset, Low Cash Flow - “Old money” and established wealth
- “Under the Radar” - Wealthy people who don’t neatly fit in a category

Market Overview:

- What are the unique characteristics of the local market?
- What drives the local economy?

Defining Your Market:

- Demographics of local counties - Income, population growth, etc
- Wealthiest zip codes and towns in the market

Researching High Asset, High Cash Flow Prospects:

- Public companies headquartered in area - Where do senior executives live?

- Identifying privately held companies and other established business owners
- Researching ownership of privately held businesses:
- Case study of wealthy town in local market - How many wealthy prospects?

Researching Low Asset, High Cash Flow Prospects:

- Most popular jobs in the local area - What do they pay?
- Identifying professionals through local and statewide professional organizations
- Finding local bar, engineering and scientific organizations

Researching High Asset, Low Cash Flow Prospects:

- Museums and historical societies role in the hunt for “old money”

‘Under the Radar’ Wealth:

- Business incubators in the local market
- Private foundations
- Agricultural subsidies

Action Plan:

- Two page step by step procedure to implement strategy.
- Includes measurable deliverables at each step

What Do Advisors Say?



- *“He’s very thorough, caring, personal, asking for the first name and repeating it immediately with an exhortation and thank you, also extensive research”*
- *“Excellent presentation. There are many actionable ideas presented, which always adds value”*
- *“Where to find valuable statistics. Will help me dive into my local area”*
- *“Talk about private foundations. Something I’m interested in”*
- *“Strategies for ideas for tapping into existing resources to find prospects in our communities”*

Links to Articles Highlighting Strategies From Seminar:

Spanner in the Works *FT Publications, Financial Adviser 10/21/10*

<http://www.ftadviser.com/2011/10/27/ifa-industry/advisory-companies/spanner-in-the-works-0uQaYZHUukKBrPsEbTruYM/article.html>

A Race for the Prize *FT Publications, Financial Adviser 7/9/09*

<http://www.ftadviser.com/2011/10/27/ifa-industry/trade-bodies/a-race-for-the-prize-otjMTEpnVc2Y07pW1BsD4N/article.html>