



WHO BENEFITS LOCALLY FROM GOVERNMENT SPENDING?

Objective

Many of the traditional “wealthy” aren’t wealthy at the moment. Many business owners and professionals are concerned about layoffs, the business climate and the slow pace of the recovery. Who is benefiting from government spending during the recession? Which local firms are getting contracts? How can Financial Advisors identify and cultivate them?

How?:

Analyze health care, education and infrastructure sectors. Top-down: Which public and private companies are benefiting? Bottom-up: Which professions within these sectors have high employment and job security? Exactly who has recently received contracts?

What Does the Seminar Contain?

- **Background** on (City): Major industries, growing industries, etc.
- **The stimulus:** \$ 787 B, major spending in health care, infrastructure, education, local statistics
- **Strategy outline:** Rationale, Top down + Bottom up approaches – Who’s getting local contracts?
- **Health care rationale:** “A typical hospital enjoys a profit margin of 48% on each privately insured patient and suffers a 44% loss on each patient covered by Medicaid.” – Economist
- **Top-Down:** Public companies in health care field with HQ in local area
- **Top-Down Case Study:** How many private companies in market connected to Healthcare field?
- **Researching ownership** of companies (or buying information)
- **What do people earn?** Median incomes for (City), surrounding cities
- **Bottom-Up:** What are most popular healthcare jobs in (City)? Who does them? Median Income?
- **Bottom-Up Case Study:** Researching local doctors – How to identify who they are, contact info.
- **Contacting Them:** 3 approaches: You know them, A friend knows them or No one knows them.
- **Professional associations** within Healthcare field in that market.
- **Ways to market** within professional organizations: Published article in handout.
- **Education:** Rationale
- **Top-Down:** Public companies in education field with headquarters in local area
- **Top-Down Case Study:** How many trade schools, private schools, preschools, etc. in market?
- **Bottom-Up:** What are the most popular education jobs in (city)? Who does them? Median income?
- **Professional associations** connected to education: Local examples
- **Infrastructure:** Road building rationale
- **Top-Down Case Study:** Heavy construction businesses in (City). Researching who owns them.
- **Professional associations** in road building and other infrastructure fields with local chapters.
- **Who is Getting Local Contracts?** Research local firms getting stimulus contracts, owners.
- **“Under the Radar”:** People, businesses quietly making money through government spending

Action Plan:

- Step-by-step format with measurable deliverables at each step

What Do Advisors Say?



- *“All the web resources I did not know existed. Looking at industries you might not think about otherwise.”*
- *“This was one of the best speakers we have had”*
- *“Very knowledgeable speaker and very engaging – Great!”*
- *“Amazed at the amount of information available on the Internet”*

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-otjMTEpnVc2YO7pW1BsD4N/article.html>