

The Independent Advisor's Guide to Pitching High Net Worth Clients



For Financial Advisor and Broker Dealer
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You booked
the meeting.
Now what?



How you deliver

We believe successful pitches to high net worth clients help them feel three things: confidence, comfort, and trust.



Phase 1

Prepare, prepare, prepare

Actions to take and questions to ask before the meeting



Phase 2

Connect for success

Have a seamless and productive meeting



Prepare, prepare, prepare

In this section

Know your audience

Gather information

Plan your meeting



Before the meeting

Stats you should know

\$19T High net worth investors (\$2-\$25 million) make up \$19 trillion in investable assets.¹

70% 70% of high net worth investors said their biggest consideration is having full financial planning to ensure they don't run out of money in retirement.¹

41% 41% of investors are seeking an advisor who will collaborate with them to create a financial plan that boosts their confidence.²

50% Approximately 50% of investors with at least \$5M in assets consolidate banking and wealth relationships.²

46% Wealthy investors are estimated to allocate 46% of their portfolio to businesses actively pursuing environmental, social, and corporate governance (ESG) policies by the end of 2021.³

¹Source: "Winning in the high-net-worth segment in US wealth management," McKinsey, 2020

²Source: "Attention Advisors: High-Net-Worth Clients Want Your Help With These Things," Barron's, December 2021

³Source: World Wealth Report, Capgemini, 2021



Before the meeting

Know your audience

High net worth investors want more.
We believe they value:

- Deeper relationships
- More personalization
- High-touch service
- Clear communication
- Comprehensive plans

It's your job to demonstrate you can deliver on these things in your pitch.



You can't make a strong,
personalized pitch if you don't
have the right information.



Before the meeting

Gather the right information

To fully understand the prospect's financial considerations, gather as much information as possible, which can include:

- Client goals and objectives for the assets
- Financial, investment, and bank statements
- IRS Form 1040 – the client's federal income tax return form
- Risk tolerance and other investment factors
- Income needs
- Charitable intentions
- Legacy considerations



Before the meeting

Get more than data

Questions to ask ahead of the meeting –
and why it matters

Will a spouse/partner be attending?

70% of married women will become widows, and 70% of widows will change financial advisors within a year of their partner's death.¹

Should other family members attend?

71% of baby boomers have never discussed wealth transfer with their financial advisor. 64% of wealthy investors have not talked with family members about passing wealth – only 17% say their heirs are very well informed about it.²

What is the goal for their wealth?

It's essential to understand basic factors, such as time horizon, income needs, how investment decisions are made, charitable initiatives, etc. that might impact the recommendation.

Do you have an advisor? Are you happy with the experience they are delivering?

If you know who you're competing against, you can tailor your pitch to differentiate yourself.

¹Source: "Women as the next wave of growth in US wealth management," McKinsey & Company, July 2020

²Source: The Decade of Generational Wealth, Fidelity Institutional



Before the meeting

Have an internal prep meeting

Delivering a feeling of confidence means having a tight, clear pitch, where everyone on your team is in total alignment:

- Decide on the meeting agenda and topics
- Work with an investment management partner to help with discovery analysis and develop a recommended strategy
- Determine exactly who is covering which topics
- Identify any potential “hot button” issues with the prospect
- Know who will be answering client questions
- Align on expectations for meeting outcomes



Before the meeting

Pre-meeting checklist

- ✓ Create a meeting agenda to include:
 - Objective of the meeting
 - Individuals attending, including their organization and titles
 - Topics to be covered
- ✓ Allow time for discussion and questions
- ✓ Have all documents/proposals ready to go
- ✓ Double-check attendee list and responses, and be sure to know the names and backgrounds of everyone attending
- ✓ If the meeting is virtual, ensure all devices are operating and that everyone has the correct link to attend



The meeting: Connect for success

In this section

Set the stage

Communicate effectively

Focus on taxes

Be prepared for questions

Define next steps



Opening the meeting

1

Introduce/
reintroduce everyone

2

Review agenda

3

Establish goal of the
meeting – and make
sure your prospective
clients agree with it



At the meeting

Communication tips: The basics

Customize your pitch for your prospect's perspective and values.

Engage with both the prospect and the spouse/partner and other family members, if in attendance.

Don't get bogged down in investment jargon. Leverage an investment management partner to deliver detailed investment information.



At the meeting

Communication tips: What if the meeting is virtual?

High net worth investors place a high value on relationships. Even in a virtual setting, there are ways to establish trust.



- ✓ **Appearances matter**
Use a ring light or high-quality webcam and find a quiet location for your meeting.
- ✓ **Be personal**
Be mindful of how often you're sharing your screen and allow adequate time to be on camera, enabling prospects to see your face.
- ✓ **Stay in the moment**
Request permission to record the meeting for note-taking purposes to help you focus on the conversation and ensure you don't miss important information.
- ✓ **Evaluate**
Go back and watch the meeting to see what went well and what could have gone better.

At the meeting

Communication tips: The value of an investment management partner

We believe working with an investment management partner puts you on the same side of the table as your client and lets you do what you do best: build great personal relationships.

What you focus on:

- Relationships
- Client advocacy
- Comprehensive planning services
- Overall financial analysis
- Client education
- Client behavior

What an investment management provider focuses on:

- Ongoing portfolio management
- Proactive tax management
- Market evaluation and outlook
- Investment updates





Most importantly: Own your independence

You may not have the brand name of a major wirehouse, but you deliver what high net worth clients want – personalization, trust, and service.



At the meeting

Place a focus on taxes

Tax management is at the top of the list of high net worth concerns.

92%

92% of high net worth and ultra high net worth investors expect tax planning from their wealth manager. Only 25% say they receive it.¹

¹Source: [The After-Tax Advisor, Eaton Vance, September/October 2020](#)

This material does not constitute tax, legal, or accounting advice and the information presented is not specific to any individual's personal circumstances. Investors should confer with their personal tax advisor about their individual situation.



TIP: Consider a tax checklist to help identify areas of opportunity to optimize taxes, including:

- Ways to manage overall tax liability
- Capital gains budgeting
- Tax gain and loss harvesting
- Tax transition
- Sale of a business or home
- Charitable contributions or intentions
- Discussion of future tax-law uncertainty

At the meeting

Don't get tripped up by tough questions

What are your fees?

Be confident in what your fees are and what value you offer to your clients.

What is your role vs. the role of the investment management partner?

Be sure your prospect understands that their relationship is with you and that the investment management partner offers specialized investment expertise and other investment-related services.

How will this help me reach my goals?

Keep the conversation value-oriented and always tie back to client goals and objectives.



At the meeting

Closing: Define clear next steps

- 1 Review follow-up steps for everyone involved (who's going to provide what)
- 2 Articulate the timing for any follow-up materials or communications
- 3 Ask for feedback and/or concerns
- 4 Connect with the investment management partner following the meeting for additional insight or communications you can use as follow-up



How Clark Capital can help



We'll focus on the investments.
So that you can focus on your client.



Who is Clark Capital?

Clark Capital is committed to investment management excellence for better outcomes.

Past performance does not guarantee future results. Please see attached disclosures for more information. The ranking shown above is not indicative of future performance and may not be representative of any one client's experience because it reflects an average of, or a sample of all, the experiences of the adviser's clients.

*As of 12/31/2021, includes sub-advised assets and assets under advisement.

**Money Management Institute (MMI) and Barron's



1986
Year founded



\$30B
AUA*



30
Investment professionals



100%
Family- and employee-owned



123
Employees



28.4
Investment team average years of experience



2020
& 2021
Asset Manager of the Year**



11.6
Investment team average years of working together



Partnering with Clark Capital in 5 easy steps

Prospective
client
consultation



Prospect
portfolio analysis



Point-of-sale
support*



Concierge-level
education & resources



Quarterly client
reviews with your
dedicated client
portfolio manager*



Clark Capital is an investment adviser registered with the U.S. Securities and Exchange Commission. Registration does not imply a certain level of skill or training. More information about Clark Capital's investment advisory services can be found in its Form ADV Part 2, which is available upon request.

*Available for accounts \$1M+



Dedicated high net worth support team

Available to you and your clients	Over \$500,000	Over \$1,000,000	Over \$5,000,000
Current holdings analysis and bond diagnostics with recommendations	✓	✓	✓
Current portfolio cost analysis	✓	✓	✓
Personalized investment proposal	✓	✓	✓
Proposal review with your investment consultant team	✓	✓	✓
Institutional-level investment proposal		✓	✓
Quarterly portfolio reviews by phone with a CFA-level client portfolio manager		✓	✓
In-person access to Client Portfolio Manager team			✓
Direct access to senior leadership at Clark Capital			✓

A long-term partnership to help you grow your high net worth business	\$10 million	\$25 million	\$50 million
Annual book review with a CPM team member	✓	✓	✓
Quarterly client economic and capital market review group call	✓	✓	✓
Monthly market recap of investment team insights	✓	✓	✓
Quarterly portfolio reviews by phone with the head of your CPM team		✓	✓
2 days of exclusive time with your Client Portfolio Manager		✓	
4 days of exclusive time with your Client Portfolio Manager			✓



How we can help you in your pitch

- ✓ Evaluate current holdings
- ✓ Make personalized strategy recommendations based on time horizon, risk tolerance, goals, and objectives
- ✓ Offer insight into current market dynamics
- ✓ Highlight how you can manage portfolios in accordance with your client's risk profile
- ✓ Show how you can help manage tax liability



Get in touch

Have a high net worth prospect? Get in touch, and we'll do what we can to help.

For more information, call 800-766-2264 and ask to speak to a Relationship Manager.



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