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FOR IMMEDIATE RELEASE
March 5, 2013

PRESS RELEASE

***Advisor Perspectives* Releases Key Findings from its Landmark Survey of More than 1,500 Financial Advisors**

Expanding their financial education and improving client acquisition efforts are key priorities among elite advisors, who are less concerned about weathering economic and market uncertainties.

BOSTON, MA.—MARCH 5, 2013. Today's top investment professionals are highly experienced, manage many clients and large pools of assets, and wish to extend their knowledge to encompass the complex financial planning needs of their dominantly wealthy clients, according to the results of a new study released today by *Advisor Perspectives*.

The *2012 Advisor Perspectives Reader Survey* is one of the largest surveys ever conducted on the demographics and practice management priorities of financial advisors.

The survey was conducted in November and December of 2012. An email was sent out to 300,000 *Advisor Perspectives* newsletter readers who are registered representatives, investment advisors, financial planners and other financial professionals.. For every completed survey *Advisor Perspectives* donated \$5 to the American Red Cross. In the end, 1,572 advisors participated, generating a total donation of over \$7,500.

Analysis of the wealth of data generated by the survey revealed that most readers are industry veterans with large books of business, significant assets under management and a wide range of industry designations. Among the key findings:

- Fifty-six percent have more than ten years of experience, and 28% have more than 20 years of experience.
- Each oversees, on average, 135 client relationships, with 37% managing between 100 to 500 clients



- Thirty-seven percent manage more than \$50 million for their clients and 21% manage over \$100 million
- Mass affluent investors comprise the majority of clients for 61% of advisors; 16% cater mainly to high net worth investors. These two segments are also the focus of their client acquisition efforts
- Acquiring new clients and meeting compliance and regulatory requirements are their most significant business challenges.
- Only 11% find it “very challenging” to meet their clients’ total return goals.

To meet their clients’ expectations and to differentiate themselves in a competitive market, most advisors are committed to expanding their knowledge and qualifications in areas that go beyond their core investment expertise. Over 44% have earned one or more industry designations, with the CFP (32%) being the most common. Their educational priorities mirror their desire to address the evolving financial needs of their wealthier clients: More than 30% want to learn more about hedging strategies, estate planning and philanthropy and one in four want to be more conversant in tax planning.

“This research is part of our ongoing commitment to respond to the priorities and needs of our readers,” said Bob Huebscher, the founder and CEO of Advisor Perspectives, Inc. “We were especially pleased with the exceptionally high response rate of the survey and we are proud to help disaster relief victims through our contribution to the Red Cross.”

An article on the Advisor Perspectives web site, “You’re the Cream of the Crop,” provides a more detailed exploration of survey results and can be viewed [here](#).

About Advisor Perspectives, Inc.

Since its founding in 2007, Advisor Perspectives, Inc. has grown to become the leading interactive publisher for registered investment advisers, wealth managers, and financial planners. Its email newsletters and web site deliver a wide range of original articles, written by the industry’s most respected thought leaders, offering sophisticated market insights, actionable investment ideas and practice management advice to help advisors improve investor outcomes and strengthen client relationships. Advisor Perspectives is also the key resource advisors turn to for timely economic and market commentaries and interactive content provided by the world’s leading investment firms. www.advisorperspectives.com.

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