

# Tip Sheet to Nurture COI Relationships

Below are examples of how advisors are adding value to the professionals they see as ideal strategic partners. By making yourself an indispensable member of the professional's team and helping them elevate their level of client engagement, you assist in creating more satisfied, referral-friendly clients and an enhanced revenue stream for the COI. As a result, they are inspired to focus on you as the sole provider of investment management and financial planning services, and bring you in on a steadily increasing number of client cases.

## For Accountants

- » Provide coherent investment and risk mitigation strategies that defend against market loss, provide steady income in fluctuating interest rate environments, and minimize tax liabilities:
  - Deliver road-tested solutions with an appealing track record.
  - The financial advisor is positioned as part of the accountant's team.
  - If possible, the accountant participates in the additional revenue generated.
- » Provide retirement income planning for top clients who are approaching retirement or who have recently retired:
  - Identify best options for salary replacement.
  - Explain the alternatives and provide recommendations for corporate retirement plans.
  - Offer Social Security planning.
  - The accountant charges for the planning services and investable assets that accrue as a result of the consultations managed by the financial advisor.
- » Offer financial consultations to the accountants themselves.

## For an Accounting Firm

- » Appraise tax returns and highlight life insurance and investment opportunities.
- » Create proposals as appropriate, and make yourself available to discuss solutions with the accountant and the accountant's clients.
- » Deliver educational programs on successfully managing wealth to the adult children of top clients, the ultimate inheritors of family resources.
- » Share revenue with the accounting firm.
- » Offer financial consultations to the accountants themselves.

## For Tax and Estate Attorneys

- » Be the go-to resource for all life insurance questions and cases.
- » Provide the analysis and calculations for estate planning projects.
- » Furnish customizable slide decks for use in seminars with internal team members and prospective clients.
- » Present case studies during seminars.
- » Be the on-call expert for more complex financial issues such as stock options, providing crisp, clear explanations of alternatives such as exercise and sale strategies, transfer options, and charitable gifts.
- » Offer financial consultations to the attorneys themselves.

## For a Tax and Estate Department of a National Law Firm

- » Provide regular “Lunch and Learn” sessions on current topics and changing circumstances in the investment world that may have a significant impact, both positive and negative, on the firm’s clients.
- » Make yourself or another knowledgeable resource at your firm readily available when investment or financial questions arise.
- » Offer financial consultations to the attorneys themselves.

## For an Attorney

- » Offer strategies for addressing concentrated stock positions.
- » Provide insurance policy reviews and make recommendations for improvements in risk management implementations.
- » Offer financial consultations to the attorneys themselves.

## For a Divorce Attorney

- » Evaluate clients’ financial circumstances.
- » Appraise retirement plans and life insurance policies.
- » Conduct seminars with the attorney.
- » Offer financial consultations to the attorneys themselves.



**CARSON**  
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Carson Coaching  
14600 Branch St.  
Omaha, NE 68154

carsongroup.com  
800.514.9116  
coaching@carsongroup.com