Unlocking Business Growth through Client Education

Avantax Wealth Management℠

As the pandemic wanes, financial professionals looking to grow and streamline their businesses should make client education core to their strategy.

Top Strategic Priorities for 2021

- ATTRACTING NEW CLIENTS — 77%
- RETAINING EXISTING CLIENTS — 62%
- ENHANCING TECHNOLOGY CAPABILITIES — 40%

To meet growth goals, firms are shifting resources towards:

- **60%** Conducting marketing to attract new clients
- **55%** Providing educational resources to existing and potential clients
- **34%** Partnering with other financial services providers to expand the range of client services

Client Education Topics

Thoughtful financial professionals are covering a host of financially focused topics including:

- The ins and outs of COVID-19 Paycheck Protection Program (PPP) loans
- CARES Act information around loans and distributions from tax-advantaged retirement accounts
- Potential tax scenarios for individuals and business owners under the new Biden Administration
- Tax-smart retirement investing strategies
- Estate tax exemption strategies

"You can talk about the taxable aspects of PPP loans or what business owners need to know about getting those loans forgiven." – Financial Planning Consultant

"Investment decisions should take higher taxes into account." – Financial advisor with more than $100 million in AUM

"Ultra-high-net-worth clients should consider the possibility of a reduction in the estate tax exemption." – Financial advisor with more than $100 million in AUM

Schooling Clients

Use a variety of methods to deliver educational resources:

GROUP MEETINGS.

In today's socially distanced environment, consider hosting online meet-ups or webinars for interested clients on topics such as tax-smart investing or new service offerings.

EMAILS.

Reach out to clients directly, but make sure materials are relevant and targeted to their situation. Coming up on tax time? Might be a good time for an email on tax-loss harvesting to clients who would benefit.

SOCIAL MEDIA.

Whenever possible, share original content on social media. Doing so will help elevate your credibility with your clients and prospective clients. Doesn't have to be long, can be a short note on the latest thinking on capital gains or changes to social security.

Methodology

Avantax partnered with Accounting Today/Financial Planning to understand the challenges and priorities that tax and financial advisor professionals are facing serving the needs of their clients and growing their businesses. The online survey was conducted in November and December 2020 among 99 professionals that offer financial advisory services, 46 of which had a dual tax/financial planning role.

For more information on strategies and tools to help education your clients, visit www.avantax.com.