



ENDEAVOUR
WEALTH MANAGEMENT

ADVISOR BLUEPRINT

**WHAT'S YOUR
PLAN FOR
GROWTH?**

www.endeavourwealth.ca

Do you have a defined game plan?

Over the next couple of decades, billions of dollars in wealth transfer will change our financial landscape and reshape our practices. The next generation of wealth – with heightened expectations and evolving technology – will ask more of us than ever before.

HOW WILL YOU PREPARE?

With this Growth Guide, we hope to get you thinking – and planning – for the future.

We want to help you discover the right path to growth for your practice.



Build It

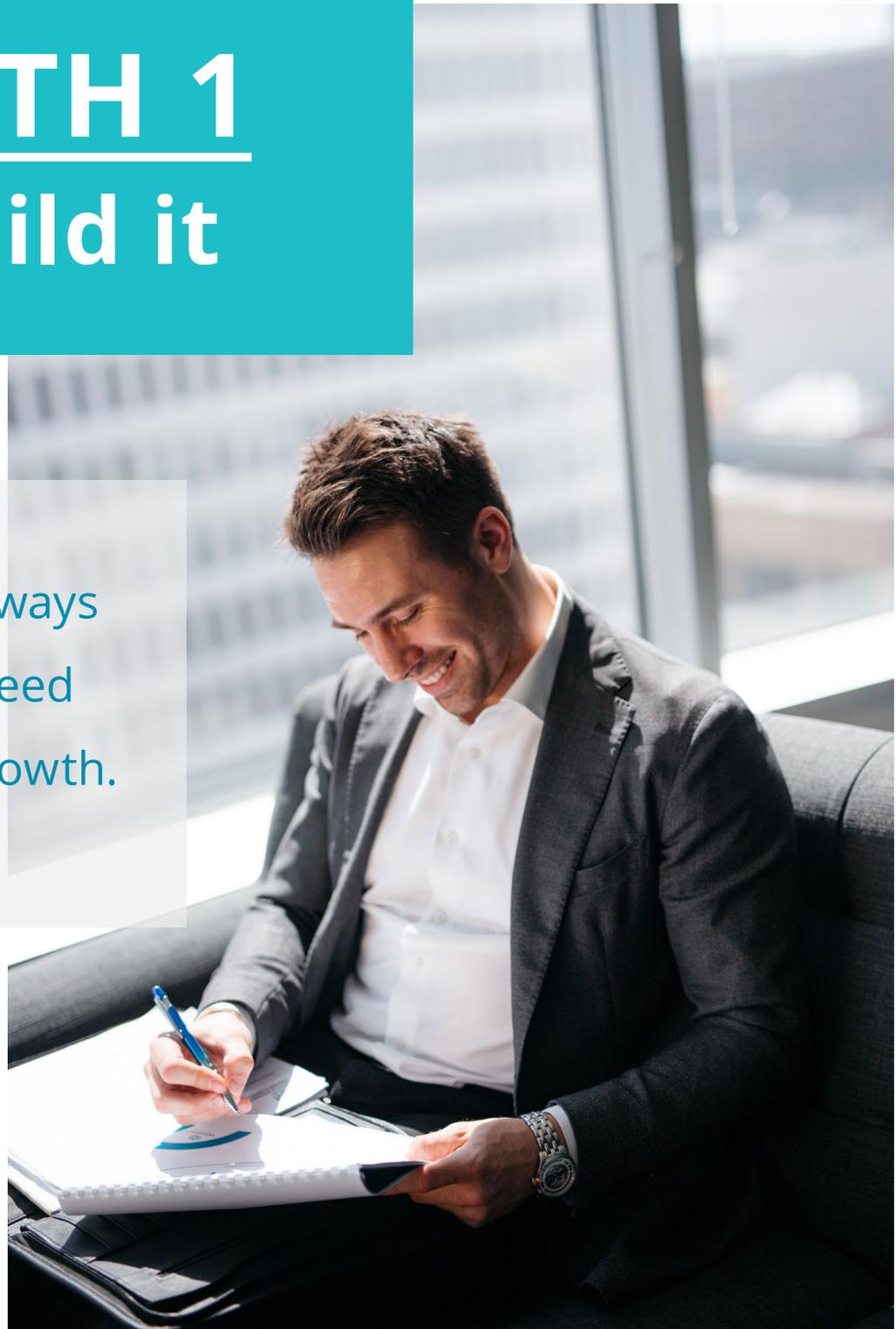
Buy It

Partner

PATH 1

Build it

You are always going to need organic growth.



The lifeblood of any practice is finding new clients, building client relationships, developing more business from existing clients and retaining clients longer.

5 ESSENTIALS OF ORGANIC GROWTH

1

Maintain Your Focus

You can't succeed by trying to be everything to everyone, focus on developing a specific type of client base and on delivering excellent service. Those are the essentials.

2

Know Your Story

Why should someone do business with you and trust you with their legacy? Know your value proposition – the story of how you help people pursue their financial goals. Build a “differentiator” into your story.

3

Build on Your Strengths

So often in business we spend time trying to shore up our weaknesses. And with little return. Instead, build on your strengths. Find your one outstanding strength and make it a pillar of your business.

4

Leverage Technology

Just to establish competitive parity, make sure your technology is up-to-date. Give your clients, especially the new generation of wealth, options on how they relate to and interact with your practice. Digital lead generation is the place you need to be.

5

Have a Plan for Everything

Have a strategic plan for your business, a succession plan, a leadership development plan, a marketing and business development plan and a technology plan. Your plans need to be concrete and actionable.

PATH 2

Buy it

To succeed down this path, it pays to be patient.



Become familiar with other practices in your market. You want their owners and leadership teams to know you, too. Should they ever decide to sell, you want to be top-of-mind. When opportunity knocks, you want to be able to move decisively.

5 KEY QUESTIONS FOR IDENTIFYING A TARGET BOOK

1

Are their clients like yours?

You want the new book of business to be as much in your wheelhouse as possible. If their clients are like your clients, you'll be more comfortable, build relationships faster and keep client turnover to a minimum.

2

How many clients are in the book?

Bigger is not necessarily better. A small book with 50 or 60 affluent centers-of-influence can hold more immediate and long-term value than a larger book with a few hundred mass affluent clients.

3

Will their book help you find more?

When you're evaluating the long-term value of a book, perhaps the single most important factor is the depth of the client relationships. Strong relationships translate to client retention and referrals.

4

Are there multi generational relationships?

Is the current advisor already doing business with the children and/or grandchildren of core wealth clients? If they have discretionary advisory assets on the books for multiple generations, that's a good sign.

5

Are the clients in your city?

You want the new book to be local. Face-to-face contact makes it easier to build trust, confidence, and long-term relationships. This is vital not just for the primary client relationship but also for developing referrals.

PATH 3 Partner

Do you bring a sales
person mentality?
Or a CEO mentality?



When building a billion dollar business, these are key questions. A salesperson typically focuses on the short term – on profit – and works primarily in the business. A CEO focuses on the long term – on value – and works almost exclusively on the business.

5 THINGS TO LOOK FOR IN A STRATEGIC PARTNER

1

A Strategic Fit

Find a partner who fills the gaps – areas in your business you'd like to improve, develop or change. What do they bring to the table? Technology, operational expertise or something else you need?

2

A Cultural Fit

Make sure your partner shares your vision and values – or otherwise complements the way you like to build relationships and manage your clients.

3

A Technology Advancement

Check to see whether they can provide a technology advantage for business development, communication, account management or any area crucial to client acquisition and retention.

4

Effective Operational Options

Does the partner offer the right operational model for your goals? Will they be visible to clients – or transparent? Whatever your needs, seek out solutions that improve your efficiency and accuracy.

5

A Growth Mentality

Check the partner's track record in helping practices grow. Do they offer financial support for acquisitions? Do they offer marketing and business development resources to support organic growth?

Want to take the next step in planning your growth?

Connect with a Member of Our Team

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