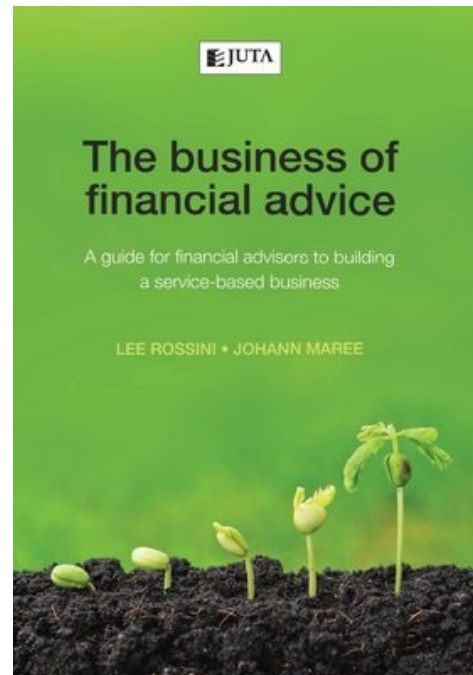


Business of Financial Advice, The

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About this Publication:

This much anticipated book by the authors of the best-selling *Business management for financial planners: A guide to creating a sustainable service-based financial planning business*, demonstrates how, by understanding your client and using financial advice and planning as real products, you can build a best-in-class service-based business that delivers on your client's goals and dreams.

Today's financial advisers need to build a framework and infrastructure that will support the on-going delivery of their service proposition. They need to develop client experiences that are meaningful and relationships that last. *The business of financial advice: A guide for financial advisers to building a service-based business* shows how putting your clients first is good for them and for you.

"The profession of financial planning is still very much in its infancy and yet it is essential to our financial survival and well-being. The saying, "Clients don't care how much you know until they know how much you care," is the mantra of this work, which shows that so-called "soft skills" go a long way to building up the relationship of trust between planner and client. This publication will serve both the seasoned financial adviser or planner and the novice starting out in the field. Every skill that one needs to become and remain a trusted adviser or planner lies within the pages of this book and it is truly a must-read for those who see financial planning as a calling and a noble profession." *Prem Govender – Chair of the South African Savings Institute and Past Chair of the Financial Planning Institute.*

Contents Include:

- Part I: The fundamentals of a financial advice business
 - The financial adviser
 - Understanding the client
 - The business of financial advice
 - Compliance and the future regulatory environment
 - Reinventing the business
 - Financial advice as a service-based business
- Part II: Building a sustainable financial advice business
 - The foundations of a service business
 - Identifying the right target market
 - Developing a service model
 - Service delivery
 - Employing the right staff
 - Marketing the business
 - The financial aspects of a business
 - Risk and business continuity planning
 - Exit and succession planning
 - Other important issues
- Index

Of Interest and Benefit to:

- Financial advisers
- Financial planners
- Compliance officers
- Financial institutions
- Universities where financial planning courses are offered