

# Retirement PRACTICE MANAGEMENT STRATEGIES FOR BUILDING SECURE FUTURES **ADVISOR**



Just  
Think

**Jim Tewalt's**  
timeless entry is  
our pick for the #1  
Sales & Marketing  
Idea of 2014

**100**  
BEST  
SALES & MARKETING  
IDEAS  
2014

**5**  
TOP

A National Underwriter Publication,  
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For the complete and expanded listing of the 100 Best, go to [LifeHealthPro.com/100Best](http://LifeHealthPro.com/100Best)

COVER STORY

*“Stradivarius didn’t produce a lot of violins, but the ones he did produce are in high demand today because of the quality.”*

**34** Discover our #1 pick for 2014’s 100 Best Sales & Marketing Ideas.

JIM TEWALT doesn’t follow the herd when giving financial advice—he simply helps his clients make good decisions.

By Vanessa De La Rosa



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### 29 Top 5 Sales & Marketing Ideas

For this year’s top sales and marketing ideas, the RA editorial team did not work from a script in making its selections. The editors independently sifted through more than 150 entries to eventually agree on a top five. What stood out with these selections were the personal touches to timeless ideas.

By Vanessa De La Rosa and Paul Wilson

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These important but often overlooked retirement planning risks should be integrated into advisors’ conversations with their clients.

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We asked several successful advisors, who earn both fees and commissions, how they determine which approach to use with clients. Where do you fall in this debate?

By Ed McCarthy, CFP

### 50 Succession Planning

Succession planning involves quite a few moving parts, from laying the initial legal groundwork to packaging the practice for sale to transitioning the business and its clients. So it’s no wonder the prospect of succession planning can turn the most proactive advisors into foot-dragging, head-in-the-sand procrastinators. We talk with several professionals about a plan that’s working for them.

By David Port

ON THE COVER: Brandon Sullivan Photography

# 100 BEST SALES & MARKETING IDEAS 2014

IN THIS YEAR'S 100 Best Sales & Marketing Ideas survey, we received more than 150 responses. Throughout this issue, you've probably noticed many of the ideas sprinkled in the text. In addition, you'll find the complete list online at [LifeHealthPro.com/100Best](http://LifeHealthPro.com/100Best).

To provide you with some background on these selections, our editorial team worked independently to discover the best of the best. On the following pages, you'll find expanded insight on what we believe are the five best ideas we received this year. Enjoy these selections and let us hear your thoughts on our picks. You can reach us at [dwilliams@summitpronets.com](mailto:dwilliams@summitpronets.com).

# TOP

Go to [LifeHealthPro.com/100 Best](http://LifeHealthPro.com/100Best)  
to view all of this year's entries.





# # BEST

**"THINK. DON'T JUST FOLLOW THE HERD** trying to find ways to make another sale. Think about how to point out and help solve problems for your clients."

## Jim Tewalt, CFP

**W**hen Jim Tewalt submitted his top sales idea to the first-annual *Retirement Advisor* 100 Best Sales & Marketing Ideas survey, his was a strikingly simple response.

While the top financial advisors are typically judged by their assets under management, Tewalt, CFP, co-owner of Estate Planning Services, Inc. in Glendale, Ariz., holds himself to a different standard: He judges success by the quality of his work and doing what's truly best for the client, even if it requires extra steps or is not necessarily the best for his own financial gain. "Stradivarius didn't produce a lot of violins," Tewalt points out, "but the ones he did produce are in high demand today because of the quality."

"Handling a difficult appointment is a lot like riding a horse," says Tewalt, who spends his spare time participating in Western reenactments and riding his horse in parades. "Although I definitely have my own fears, the horse could easily panic and get us both hurt. I must control my fears and stay steady and focused."

What really ropes in the referrals for Tewalt is word-of-mouth about his genuine respect for clients' wishes. "It's our job to bring up the problem to the client and say, 'OK, how do you want to solve it? What's your comfort zone here?' And then," and this is what Tewalt stresses is the most important part, "we help them make a good decision without putting any pressure on them."

If he can bring his clients to their own epiphanies about a certain product, then he feels he has done his job. What follows are a handful of case studies displaying his sales idea in action.

100 BEST  
SALES & MARKETING  
IDEAS  
2014

**21 SEEK WISE COUNSEL.** No matter how long you've been in the business, always have a mentor to some degree, whether it's for sales, marketing or general "coaching." Being held accountable every week will make a significant difference! *William E. Spar*

**40 FIND THE RIGHT CENTERS OF INFLUENCE.** Get to know one or two estate attorneys well; one or two accountants with affluent client bases well. Keep in touch with them on a regular basis. *Mitch Frankel*

For the complete and expanded listing of ideas, go to [LifeHealthPro.com/100Best](http://LifeHealthPro.com/100Best)



## A COURT CASE BRINGS IN MORE BUSINESS

Several years ago, Tewalt was asked to work on a structured settlement case in which the lawyer assumed a single premium immediate annuity would be used. “As long as the insurance company gives us about 4 percent, I’m happy,” Tewalt recalls the attorney saying. “I told the attorney I would at least look at doing a managed portfolio where you are invested for income,” Tewalt says. “We could generate 4 percent out of that without touching the principle. If we did the SPIA, the client would not get any money to speak of in terms of interest. And if they needed the cash at any point, they would have to go out on the market and fill that stream of income—and you know they’re going to take a hit if they try and do that.”

Tewalt explained to the attorney that if they used stocks that have paid dividends for long periods of time and built a portfolio with income-generating securities, then they could keep the principle while still generating about 4 percent. “That way, we’ve got money coming in,” adds Tewalt, “not as much as if we were paying out the principle every month, but we would have the principle available if the client needed it.”

The attorney asked Tewalt if he would be willing to explain this advice to the judge over the phone during the court meeting. “I said I’d do even better than that,” Tewalt says. “I told him I would come with him. He put me on the stand, and I told the judge everything I suggested.”

“Stradivarius didn’t produce a lot of violins, but the ones he did produce are in high demand today because of the quality.”



The judge approved, and after the meeting, the attorney pulled Tewalt aside to compliment him on his testimony. “Most of the time, when I put [financial planners] on the stand, you’re all charts and graphs, and I can’t get you to shut up,” Tewalt recalls the attorney saying. “This was just really simple. I get about two or three cases like this on average every month. Would you like to do more?” To which I said, ‘Heck yes.’”

“It’s just doing what’s right for the client,” Tewalt says. “I thought of it from a standpoint of ‘What would I want?’ I would want more income and I would want access to my principle. So why not do it that way?”

## INVESTING IN A LIFE-LONG CLIENT

Tewalt has a 100-year-old client, who was invested for 37 years while her husband was alive, and 22 years since her husband passed away. “Before her husband passed away,” Tewalt says, “he told her that he wanted me to handle her affairs when he was gone.”

Years ago, while having lunch with this client, Tewalt asked her what she wanted to do with her money. She said she wanted to endow the maestro’s chair for the local symphony, which cost \$100,000, but she didn’t feel comfortable writing a check for that amount.

He asked her, “What if we set up an account where you would be unable to get at your principle, but you would have income guaranteed for the rest of your life? And, when you die, the symphony will get the \$100,000?”

Tewalt met with the president of the symphony to ask him if they would honor his client if she set up a charitable remainder trust. “My client called within a few minutes to tell me that several board members had already called her to thank her for the gift,” Tewalt recalls, “and we hadn’t actually done anything yet. I told her, ‘I guess they liked the idea.’”

The symphony did not want to pay to have the trust documents drawn or for the ongoing trust accounting. Tewalt asked his client if she would be willing to pay for the documents and the accounting fees, but she said no. He then called a friend whose company does tax returns for charitable trusts. “That friend called another charity who agreed to pay for

**22** **USE P&C INSURANCE AS YOUR ENTRY POINT.** I use our clients who have homeowner’s insurance in our area for prospecting. *John Hyde*

**59** **BE PRACTICAL ABOUT PRODUCTS.** Take an old life insurance policy filled with cash and 1035 the funds to a new one with an LTC or Chronic Illness rider for future nursing needs. *David Tornabene*

**12** **SOLVE A PROBLEM.** Make a few “squeeze” videos—short, 2-minute how-to or why videos that highlight a problem, then offer two bullet points to address the problem. Use them in email marketing, drip marketing and as social media posts. *Lloyd Lofton*





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the documents and the accounting for the rest of her life (she was in her 80s at the time), in return for her leaving another \$25,000 in the trust to them,” Tewalt says. “She was happy to do this, so the deal came together and everyone was happy.”

That client is about to turn 101, is living life to the fullest and loves to give, according to Tewalt. They have a standing phone meeting every Friday morning. “I love helping people reach their dreams and live lives full of meaning and purpose,” Tewalt says. “Each one is different, but each one is important.”

## WORKING WITHIN THE COMFORT ZONE

A few years ago, Tewalt worked with a married couple who were both public service employees and had pensions and maybe \$250,000 of investable assets at the time. “They asked about a Roth conversation a couple of years ago when they were all the rage,” Tewalt says. Together, they looked hard at the numbers to determine how long it would take them to recover from the tax implications. “They wound up not being comfortable making the switch,” Tewalt says, “but continued to grumble politely about having to take RMDs and put them in the bank at less than 1 percent interest.”

In response to their concerns, Tewalt suggested using the RMDs to purchase life insurance, so that they could enhance their financial legacy to their children. “It’s just all about doing what feels comfortable to them,” he says. “When we opened up the conversation, we looked at everything. We also talked about long-term care insurance. We finally selected a second-to-die hybrid life insurance that would provide long-term care insurance for them based on the death benefit of the policy for the rest of their lives. It’s kind of a unique product, but it’s what they settled on,” he says.

“Over the years we had used annuities, life insurance and a little bit of the market, but because their income was strong due to the pensions, we didn’t have to take much risk. Now, when they pass away, they are going to leave about \$1.6 million to their kids,” he adds, “and most of that is going to be income-tax free.”

“On the day that I delivered the policy to them and they walked out of the office, the woman turned around and said, ‘Are you aware that it has taken us a year and a half to reach this decision?’ But what I like to do is to get clients to have an encounter with the situation we’re dealing with,” Tewalt says. “I want them to have the ‘aha!’ moment.” **RA**

**93** **EDUCATE, EDUCATE, EDUCATE.** Partner with local colleges to present continuing education on a variety of financial topics. *Joan Connell*

**19** **PUT YOUR CLIENT FIRST.** Listen first and ask questions second... then verbalize back what you heard. Make sure you are having a conversation rather than making a presentation. *Nancy Riedel*

**31** **SCHEDULE REGULAR REVIEWS.** Do annual reviews with your clients and ask to meet the children now so that you know who you will be working with in the event your client passes away. As a result of this introduction, you will end up adding more clients to your practice. *Jan Maltby*