



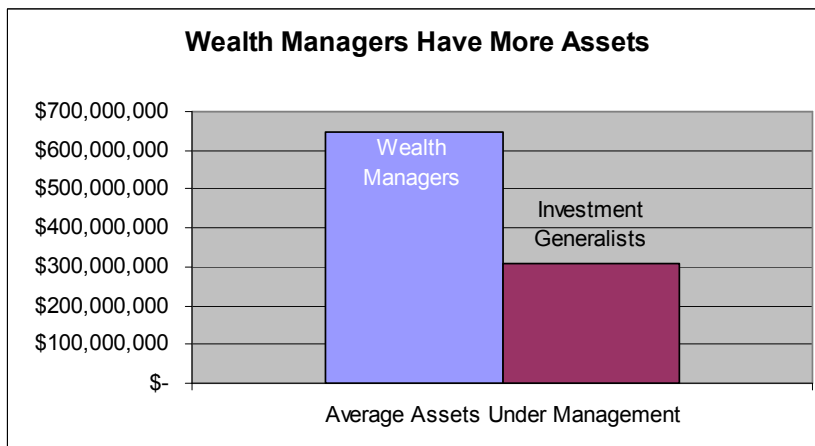
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Research Shows Top Advisors Have Larger Incomes

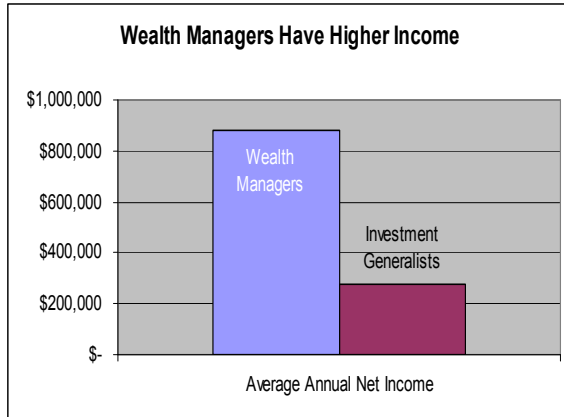
A CEG Worldwide study also finds true wealth managers serve fewer clients than investment generalists, even though they have more assets under management.

SAN MARTIN, CA—February 11, 2009—A study of 2,094 financial advisors conducted by CEG Worldwide finds that true wealth managers enjoy incomes *three times larger* than investment generalists, even though they serve far fewer clients (\$881,000 vs. \$279,000).

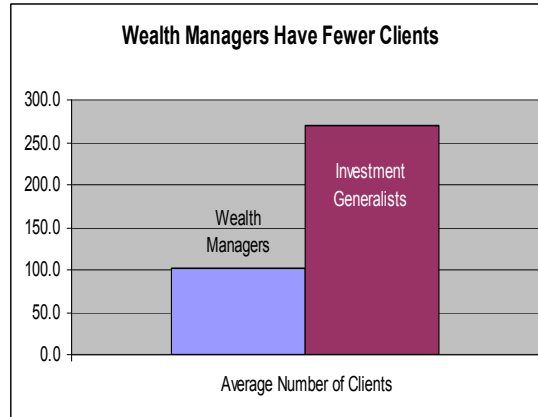
“Advisors often can’t believe that reducing the number of clients they serve can lead to greater income,” says John J. Bowen Jr., founder and CEO of CEG Worldwide. “The truth is that wealth managers, who serve 60 percent fewer clients than other advisors, succeed largely *because* they have shorter client lists. A smaller stable of clients allows wealth managers to spend more time cultivating the client relationship, resulting in better client service and, in turn, greater client retention and word-of-mouth marketing.” (101.1 clients vs. 269.3 clients)



Source: CEG Worldwide. N = 2,094 financial advisors.



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Wealth Managers vs. Investment Generalists

CEG Worldwide defines true **wealth managers** as holistic financial advisors who take a comprehensive approach to meeting their clients' needs. They are highly consultative in nature and construct integrated personalized solutions for each client, based on the client's values, goals, relationships, assets, advisors and interests. **Investment generalists**, by contrast, may offer a suite of possible products based on their clients' needs, and are more focused on the transaction than on consulting.

Because true wealth managers place a high priority on client values and aspirations than merely on investment objectives, they are ideally positioned to help clients set a clear path for what they want to achieve in life. In order to determine a client's core values, Bowen says true wealth managers are trained to address three levels of inquiry:

- Level One: This is about the basic self, including issues such as security and financial freedom.
- Level Two: This is about family, friends and community.
- Level Three: This is about the higher self, including issues of faith, destiny and reasons for being.

As a result of this discipline, CEG Worldwide finds that true wealth managers have, on average, twice the assets under management as investment generalists (\$645.2 million AUM vs. \$307.8 million AUM).

“By tapping your clients’ deepest values, you’ll truly know and understand your clients,” says Bowen. “The end result: You’ll be able to give them consistently on-target wealth management recommendations and solutions that they need to lead fulfilling lives.”

As one CEG Worldwide coaching client said: “Wealth management is truly a lifestyle approach in which the person’s total circumstances are taken into account. It’s a great approach when one contemplates retirement, because it almost forces you to take into account every part of your lifestyle and needs.”

About CEG Worldwide, LLC

CEG Worldwide is passionate about coaching financial advisors and institutions to build a Simple and Elegant Wealth Management BusinessSM. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world's largest financial institutions. The firm's proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.