



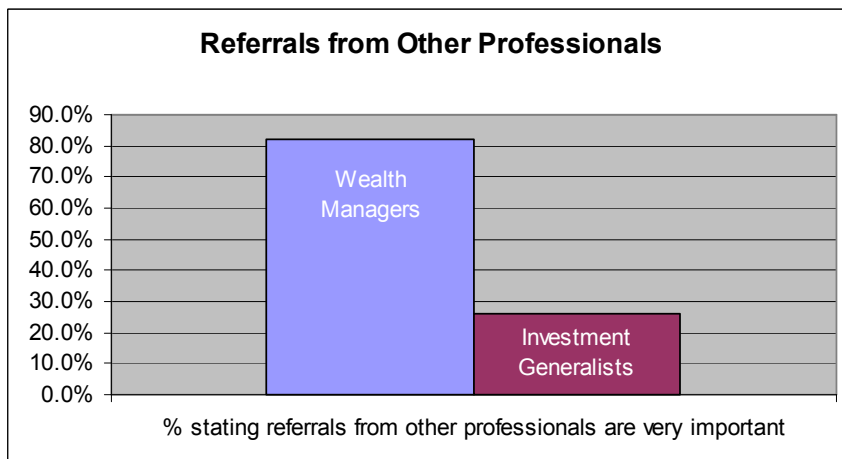
Contact:
Richard Koreto
888-658-5840
rkoreto@cegworldwide.com

Research Finds Top Advisors Join with Other Professionals **High-earning wealth managers succeed when they build strategic alliances.**

SAN MARTIN, CA—March 5, 2009—A recent study conducted by CEG Worldwide, the leading coaching, consulting and research firm for elite financial advisors, reveals that the highest-earning financial advisors are three times as likely as regular investment managers to place a high value on partnering with outside professionals to build their clients’ rosters and assets under management.

“In today’s challenging times, these relationships are more important than ever,” notes John J. Bowen Jr., founder and CEO of CEG Worldwide. “Our research shows that strategic alliances are a key driver of top advisors’ success and that the best clients of top advisors tend to result from these alliances.”

According to CEG Worldwide’s 2007 study of 2,094 U.S. financial advisors, more than four in five (81.9 percent) true wealth managers cite referrals from outside professionals as “very important in sourcing clients” compared with just 26.2 percent of investment generalists.



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

In addition, the same CEG Worldwide study showed that the most successful advisors—those with the fewest clients but highest income—also relied on referrals from other professionals:

	More than 150 clients Income = \$300,000 or Less	150 or fewer clients Income = More Than \$300,000
Referrals from other professionals are very important	20.6%	53.9%

“Building strategic alliances with other professionals has long been one of the most effective ways to attract a steady stream of new clients and grow your business,” says Bowen. “Of the many advisors we coach, the ones who achieve enormous breakthroughs are those who execute on building great relationships with outside advisors, such as accountants.”

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.

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.