

AUGUST 2020

# INSURED & INFORMED

Sarah McAllister's Monthly Newsletter



## What Type of Investor are YOU?



There are many types of investors with different expectations from the Advisers they choose to work with. One reason I believe many Adviser/Client relationships don't work is because there is no expectation set. Some may think "I haven't heard from my Adviser for 6 months" are they even doing anything? Now I won't go in to the day to day activities of an Adviser (maybe later). Instead let's talk about how this can be resolved... in my opinion. **First - Identify the type of investor YOU are.** Here are a few common types...

**Do it yourself (DIY):** They love to research investment solutions, do their own trading, really enjoy it and are probably great at it! Engineers and analytical folks often fall into this category. At times they may miss opportunities from trying to do it all or lose opportunities from making too many changes.

**Delegate:** Someone who is super busy with work, family, maybe running a business, etc. They know they need to focus on their Retirement Planning but simply don't have the time. Instead they choose to work with an Adviser and DELEGATE that task. For them working with an Adviser is a great move! However they may find themselves asking the Adviser to make decisions that should be made by them or may miss opportunities from not taking the time to understand the full scope of their planning.

**Mix:** These folks may be previous "Do it yourselfers" and are now looking for additional support. Or maybe they used to delegate but now have time to get more involved. They value education and a close Client/Adviser relationship

**Employer focused:** Someone who simply maximizes the benefits offered through their employer. They have a great foundation of benefits offered at work and may just need some additional support from time to time.

## WHAT WE OFFER

### **Insurance & Investment Products**

- Life Insurance
- Disability Insurance<sup>1</sup>
- Long Term Care Insurance
- Fixed Annuities<sup>2</sup>
- Mutual Funds<sup>2</sup>
- Variable Annuities

### **Services**

- Fee Based Planning
- Rollovers
- Retirement Accounts
- Investment Accounts
- Debt Management
- Retirement
- Income Planning
- Business Planning
- Business Continuation Planning
- Charitable Planning
- Legacy Planning

Yes there are many more types of investors but let's keep things simple...

So now that you have identified the type of investor be sure to communicate that with your Adviser. Tell them if you really want to be involved vs just an annual check in call. It's important to discuss this at the BEGINNING of your relationship. Maybe your style is not right for that Adviser and that's okay! On the other hand it's also important to ask what to expect from your relationship. Quarterly calls? Annual calls? Annual meetings?, etc. That way you know what to expect and don't feel disappointed if you haven't heard from them in a few months. A monthly call may not be necessary... or maybe it is but YOU may not want nor need a monthly call if your situation has not changed.

My point is that it's important to understand what you expect and understand the Advisers process. Hopefully you can come to an agreement and have a great, long lasting relationship.

#### **Compliments of:**

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