

The Perfect RIA, Episode 92: When Clients Don't Transfer Assets

“My clients refuse to transfer all their assets. What do I do?!”

Action Items

1. Set your limits. Make sure to have your requirements written down somewhere, not just in your head. For each client, have those ready so that before they start working with you, they can read it and agree to it.
2. Be ready for conversation. When your client asks questions like: “Why should I transfer my funds? Why did I hire you? Why don't I leave it over here?”, be ready to answer them. Have your story, arguments and tools ready to be able to show them why they should do what you're telling them to do.
3. Go back to your existing clients. Did all of them transfer all their assets? Make sure to check it and if they didn't, get back with them and tell them to do so.
4. Choose the right client. Make sure you don't have any client that generates more than 5% of your revenue because you don't want to be dependent on a client who brings you 20% or more.
5. Attend the assistants' webinar. If you didn't do it, go back and make sure to find some time to watch it. It's available for the Backstage Pass members but everybody in the Nation can find it. Make sure to show it to your team so that they can learn from it as well.

This episode is focused on the topic of what to do if you have a client who is not 100% to transfer all his assets to you. When Matthew heard “Hey, I have a couple who signed with my firm and they said they would transfer all the money. And they became a client and they're now refusing to transfer half of their assets”, his answer was simple – fire them.

You are a financial advisor who needs a 100% trust from the client to be able to work your best. If you start compromising, negotiating etc. in order to make the client happy, you will compromise your value.

A lot of clients have doubts, they might be worried that since they already transferred \$2.3 million to your account, that's enough and they might not want to transfer anything else they have on some other accounts. It might not be a big deal for them but it's a big issue for a financial advisor and for Micah, for example, that's a deal-breaker. There are so many mistakes that can happen and that you will not be able to control if you don't have 100% access to everything you need. You're trying to do your best work, you're working on estate planning, risk management, retirement income, and the client's taxes. And for that you have to be able to have everything you need.

If the client doesn't want to transfer all their assets, you cannot do your job properly. Since you don't have access to everything, you don't know what's going to happen with the assets you can't see, you don't know what mistakes can happen there, etc. Micah has a story where a client made a \$1 million tax mistake which didn't have to happen if he called the financial advisor first.

There is an issue of extreme ownership, if a client is hesitant to transfer over the assets, you didn't demonstrate massive value. You didn't give them a reason good enough for them to do that and they just don't see the value of transferring the money.

Matthew is not negotiating when it comes to money transferring, fees, etc. If he says that there are assets he's not charging on, the client will start asking questions, why just some of them? Why not all of them? Why not just a flat fee? And he just wants to avoid that.

It's very easy to blame someone else when things go wrong but usually it just means you failed and brought on the wrong type of client. If that's the case, you will know for the future who you should avoid. But there might also be a different issue. Maybe they have worked with a financial advisor before and they got ripped off. If that's the case, make sure to tell them how it would work with you, talk about pros and cons so that they know why it's better for them to make the move. Your clients

might be concerned about cybersecurity and that's fine. Explain everything, answer their questions and show them that you're really listening to them and they can count on you.

You cannot decide instead of your clients, but you can help them make the decision, you can empower them and show them that they can trust you.

*If you feel like you don't have time to constantly put out fires that keep you from delivering massive value to your clients, Matt and Micah have good news. You can access time management video training series for free. The only thing you need to do is visit theperfectria.com/time and enter the code **WHATTIMEISIT**.*

Remember that your clients trust you with their life savings, it's obvious they will have some doubts and concerns. You need to make sure to show them that they can trust you and that you will really take care of them.