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The Referral Code

How elite financial professionals create pipelines of high-net-worth referrals from attorneys and accountants

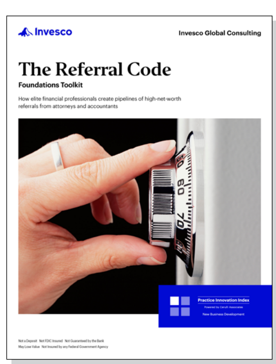
We have found that financial professionals often recognize that estate attorneys and accountants have clients that they would like to have themselves. However, cracking the code on how to build a strategic partnership that leads to an annuitized flow of referrals can be difficult and frustrating. "The Referral Code" is the culmination of years of research on how top financial professionals have succeeded at this process along with our own field level experience coaching financial professionals on this topic.

The keynote provides coverage of the below topics and is supported by a highly experienced team of coaches and a step-by-step curriculum designed to aid financial professionals in its implementation:

1. **The critical importance of strategic partnerships in acquiring HNW referrals**
    - Where do the wealthy go to find their primary financial professionals?
    - The difference between an affiliation and a true strategic partnership
    - Shared traits of financial professionals successful in building strategic partnerships

2. **Challenges and solutions in building your strategic partnerships**
    - The attorney/accountant is the client: tactical steps to cultivating a strategic partnership
    - The end of referrals: aligning the financial professional's mindset with what the attorney/accountant is sending them
    - The law of small numbers: why a less-is-more approach has been shown to generate the most HNW introductions
    - Evaluating strategic partnership potential

3. **Creating "Economic Glue" with your strategic partners**
    - Understanding why the multi-family office model is preferred by the wealthy
    - Replicating a multi-family office with an integrated planning team
    - Building an integrated planning team designed to deliver on holistic HNW service, generating referrals



Program toolbox: from principles to practice

- Keynote presentation
    - 60 minutes
    - In-person or virtual
- Toolkit
    - "The Referral Code: Foundations Toolkit"[1]
    - "The Referral Code: Coaching Toolkit"[2]

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The toolkit (IGC-PII-RFC-BRO-1-E-FF) image shown is for illustrative purposes only.

1 Ask your Invesco representative for IGC-PII-RFC-BRO-1-E-FF (for financial professional use only).

2 Ask your Invesco representative for IGC-RFC-BRO-2-E-FF (for financial professional use only).

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Invesco Total CX

Invesco Total CX — the total client experience — is a powerful platform and partnership with the tools, coaching, and content designed to help you achieve greater possibilities — all in one place and tailored to your specific needs.

Connect with your clients

- **Choose the right words** with resources designed to deepen trust and client scripts backed by studies on effective language.
- **Build client confidence** with resources designed to help clients adopt sound investing principles and stick with their plans.
- **Share market insights** on the latest trends and policies impacting global markets.

Enhance your business

- **Benchmark your practice** with our first-of-its-kind[1] diagnostic - the Practice Innovation Index - powered by Invesco and Cerulli Associates.
- **Create a reliable new business pipeline** with research-based processes designed to help you drive referrals and cultivate new business.
- **Drive efficiency in your practice** with leading resources designed to create capacity, motivate your team, and develop a succession strategy.

Optimize your portfolios

- **Strengthen your investment process** with tools and expertise designed to help you craft portfolios that sync your clients wealth plan and purpose.
- **Manage with conviction** using our proprietary frameworks, asset class views, and portfolio management tools.
- **Draw from a range of potential solutions**, including 1000+ investment strategies across asset classes and vehicles.

Contact us

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1 800 998 4246

Independent and Broker Dealer
1 800 421 0807

Registered Investment Advisor (RIA)
1 800 421 4023

Retirement
1 800 370 1519

Insurance/Third Party
1 800 410 4246

Bank and Trust
1 800 421 4023

[1]Source: Cerulli Associates. Used with permission. Invesco Distributors, Inc. is affiliated with neither Cerulli Associates nor Cerulli, Inc.

"The Referral Code" is based on Invesco Global Consulting's work with Cerulli Associates, R.A. Prince & Associates, Inc. and on the book, *RainMaker: Strategic Partnering with Attorneys and Accountants to Create a Pipeline of New Affluent Clients*, by Russ Alan Prince and Brett Van Bortel, published by the National Underwriter Company (2006). Used with permission. Invesco Distributors, Inc. is affiliated with neither Cerulli Associates, R.A. Prince & Associates, Inc. nor Russ Alan Prince.
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This program is neutral to the practice of fee-sharing with other professionals. This program espouses the potential benefits of using indirect financial incentives as one of the ways to build your business, and should be considered in conjunction with your firm's overall review of its business practices for potential conflicts.
It is important to remember that any outside business activity including referral networks be conducted in accordance with your firm's policies and procedures. Should you have any questions on these programs, please consult your branch manager and/or compliance representative for additional information.
Holistic wealth is a concept that elevates and emphasizes the importance of collecting experiences (as opposed to just money), engaging in meaningful work, and having more control over your daily life. Holistic wealth also includes developing financial savvy and independence, leading a life of purpose, and establishing a spiritual practice.
HNW = high-net-worth = $1 million to $ 5 million in liquid financial assets
The opinions expressed are those of the author and are subject to change without notice. These opinions may differ from those of other Invesco investment professionals.
All data created by Invesco Global Consulting unless otherwise noted.
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