

the Register

**IARFC 40th
Celebration
& Conference**

Join Us

**at Biltmore Estate®
in Asheville, NC**





Is There Anything Truly New That Can Help Grow Our Business?

Yes, Now There Is!

As a member of IARFC, I want to share my personal experiences with a newly available WealthTech / RegTech tool that I believe could be the answer that many (if not most) of our members may be seeking to help truly distinguish themselves from their competition. In a world in which everyone appears to be doing pretty much the same things, in largely the same ways, this has been one of the biggest challenges we all face. If distinguishing me and my firm from my local competition is all this new tool did, I would consider it a "God Send." But its benefits extend well beyond that and include a total new level of transparency, new client recruitment, AUM and revenue generation, and a level of client trust and satisfaction that I did not previously imagine possible. Here's my inside "scoop."

The tool is called the "Professional RapidReview Tool^{ISM}" (the "ProRRTSM"). It's a product of Decision Technologies Corporation. Although newly available, the technology has been tested with real investment advisory clients and real money for over a decade before being released in this convenient form. Here's how I came to learn about it and what I've experienced, first-hand.

After being introduced to Eric Smith, the CEO of Decision Technologies Corporation, through another top financial advisor, I asked for a personal demonstration of the technology. What he showed me blew me away. I watched him score and rank over 650 large cap blend mutual funds and ETFs in mere moments – in real time - using a blend of 15 performance parameters (he could

have used more . . . there are 48 available). More than that, he asked which of the factors I wished to use and how much weight to put on each. Not only did I get to watch, I was actually able to participate in performing the comparative analysis . . . a preview of things to come.

This was a "gamechanger" for me. In every client engagement of which I was aware, the advisor (me), after getting the client's information, goals, risk tolerance, etc., disappears ("behind a curtain"), does something, and then reconnects to with the client to tell him or her: "Here's what I recommend. Here's what I think is best for you." And if the client ever asks (most don't) – "How did you come up with these recommendations?" – the honest truth is that I can tell the client literally anything and there would be no way the client could independently verify the truth or accuracy of what I'm saying (other than through use of a polygraph). And I haven't had a client request one, at least not yet).

But here's the point. No client has ever seen or experienced anything like this. When they do (and, during testing, many did), Mr. Smith explained, they are shocked and typically express a strong interest in getting the benefit of what this technology can now show them . . . the performance gaps between their mutual funds and ETFs and all of the others they could have selected. Mr. Smith said that, in fact, the tool (in its present form) was specifically designed to recruit new clients away from competitors and he described how it can and is being used to do so.

So, here's how I'm now using the ProRRTSM and what my results have been, so far.

I'm using it as the centerpiece of my client recruitment strategy for my newly launched "RetirementCheck" platform. My team and I are now able to show prospective clients – in real time, and in mere moments – just how good (or not so good) their managed funds are really doing. What I mean by "really" is that we're able to show them how good their performance has been in comparison with not simply a benchmark index. That's what everyone already gets and that's all they get. On the contrary, we're showing them how their mutual funds and ETFs are performing in comparison with all similar funds they could have selected... something none of them have ever seen.

This has given me an unbelievable advantage in earning the necessary trust from prospective clients. Using this "edge and wedge", I am able to differentiate my own proprietary risk mitigation platform from just about any other financial professional or service (other than a few lucky enough to learn about the availability of this new tool)

The ability to offer my clients and members of my team a cutting edge in proactive, transparent, and client-specific financial advising affords us the opportunity to create real and sustainable wealth for my clients.

Using this technology, we're able to identify problem funds (those in lower, unacceptable quartiles) using dozens of

weighted performance metrics; score and rank those problem funds in relation to the entire universe of managed funds (not just their brokers' or advisors' "approved" lists), and identify for prospective clients those funds that have proven to better at producing the investment results they're seeking (i.e., those that better match their needs and goals)– in real time! This technology brings prospective clients from a common, "why do I need you?" attitude to a whole new "why do I need THEM?" attitude – usually in just one visit! Once this 'shift' has taken place, they've realized that the opportunity to get into (and remain in) better performing funds (often much better) can create a very substantial difference in their managed funds performance and their financial security.

With the help of this technology, we've been successfully onboarding clients during the latter part of this year. How successful? Well, within one 30-day period, we successfully recruited \$3.5 million in new AUM – one client with \$1.8 million and another with \$1.6 million. The ROI is tremendous, and we are capitalizing for 2024 to expand our reach to a much broader audience of prospective clients. All things considered, we're anticipating a VERY PRODUCTIVE NEW YEAR!

But don't take my word for it. Try it yourself. If your experience is anything like my mine, you'll be very glad you did. If it's not, please feel free to contact me. I'll be happy to help you figure out why!



Terry A. Dennis, RFC®, CFed®, CFF®
terry@dennisfinancialgroup.com

President, Dennis Financial Group
Dennisfinancialgroup.com

Founder, RetirementCheck
Retirementcheck.com

The IARFC makes no claim as to accuracy and does not guarantee or endorse any product(s) or service(s) that may be advertised or featured. Links to third-party sites do not imply an endorsement between IARFC and any third-party with whom the IARFC is associated, or authorized to use any trademark, trade name, logo, or copyrighted materials belonging to the third-party entity.

IARFC Group Benefits



LTD Group Program for IARFC Members Only

Key Benefits

- Life, AD&D and LTD Insurance
- Highly affordable premiums with core coverage
- Guaranteed issue/no medical or financial underwriting
- Competitive premiums designed for consultants
- Travel benefits and employee assistance programs
- For new members, these plans are available up to 30 days after joining the Association with no medical form required – guaranteed issue up to \$250,000.
- Current members, applicants must provide medical history. There is no physical required, an indepth questionnaire is sent to underwriting to make a determination. Medical questionnaires vary from state to state.

Member Link:
<https://www.michaelinsurance.com/>

Contact Person: Joan Amburgy
 Phone: (800) 932-4075
 Email: ja@michaelinsurance.com

