

Bridging the Gap Between Young Investors and Advisors



STIFEL



Since its inception, Stifel has relied upon its robust, experienced network of advisors to make it one of the top full-service investment firms in the country. But in a world where consumers are proliferated with investment choices and technology is king, Stifel has come to a crossroads.

Using Technology to Bridge the Gap

Step 1: Wealth Tracker Mobile App for Prospects

According to Douglas Holt's *Brands and Branding*, a brand strategy can play a critical role in transforming the way a particular demographic perceives a company (Holt, p. 6). In this instance, the key to that transformation is the use of technology -- and the integration of social networking -- to bridge the gap between young investors and advisors.

In a good first step, Stifel has created a new tool called Wealth Tracker. There, prospective clients can track their investments, assets and liabilities to calculate their net worth, as well as create their own risk profile. Users are prompted throughout to connect with a financial advisor. Matching is done manually based on a user's needs.

Step 2: Digital Financial ID (SFID) for Investment Analysis

Virtually every financial advisor begins the process of building an investment plan by evaluating a client's risk tolerance. Unfortunately, most advisors also stop there, limiting their planning to a more "one-size-fits-all" approach. At Stifel our clients come first. We understand that evaluating one's risk tolerance is only the first step because people are different.

The Stifel Financial ID (SFID) is a questionnaire that measures six key indicators that reveal how a client thinks and feels about investing. The results are then used to create a personalized investment plan that fits a client's goals, attitudes, reactions, and specific identity style.

Stifel Financial ID

The Stifel Financial ID (SFID) is a questionnaire that measures six key indicators that reveal how a client thinks and feels about investing. The results are then used to create a personalized investment plan that fits a client's goals, attitudes, reactions, and specific identity style.

Risk Attributes

Risk Attitude: how comfortable a person is about the possibility of future losses.

Perceived Expertise: how informed a person feels about their current financial circumstances.

Composure: how emotionally engaged a person is with short-term gains or losses.

Decision Style

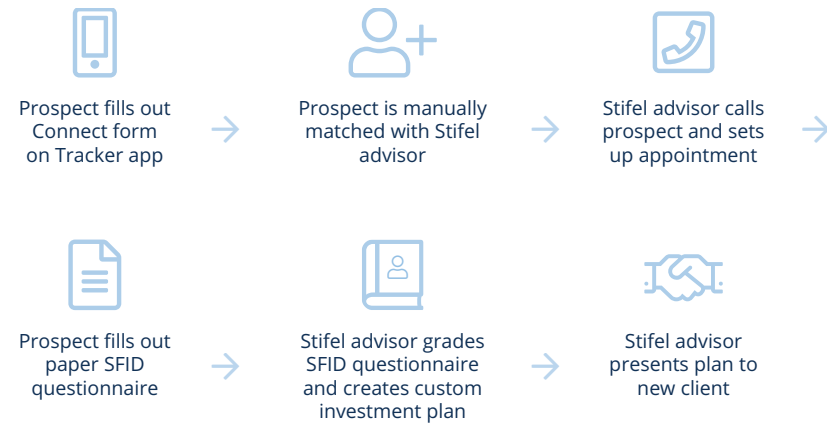
Degree of Delegation: how much a person feels they would benefit from having a professional manage their portfolio.

Market Involvement: how a person feels about getting involved in the financial markets.

Belief in Skill: how much value a person believes a financial advisor can add to their portfolio.

Current Process

Today, connecting with an advisor is a completely manual process, and the SFID assessment is completed in person with a financial advisor.



Proposed Process

Beginning with Wealth Tracker to attract younger investors is a great first step. But in order to cater to younger consumers in today's digital age, we need to rethink how we use that technology. This proposal is to partially automate the connection with an advisor by allowing prospects to create their entire Financial ID online.

This helps to bridge the gap to get younger investors into the advisor's office--where they can witness the value an advisor brings.



Proposed Design

Throughout the website, users will be prompted to complete their Financial ID. The questionnaire will monitor their progress, and they can save their work. Afterwards, the user will be assigned an investor profile. They can either view their score or choose to connect with an advisor.

