Building Your Business

Advice for Life℠ *Retirement Bridge*™

Discover Your Clients' Hopes, Dreams and Fears for Retirement

Amid an increasingly competitive market for retirement planning services, how can you effectively reach out to clients in this highly sought-after segment? *Retirement Bridge*™, available through LPL's Advice for Life℠ program, may be the answer.

Advice for Life is your complete resource to introduce financial life-goal planning to your clients. This holistic approach includes ideas on how you can launch a dialogue with clients on key retirement issues and solutions. Through Advice for Life's four modules – Discovery, Planning, Solutions and Monitoring – you can cultivate deeper client relationships – at the same time positively impact your bottom line.

Retirement Bridge, an integral part of Advice for Life's Discovery module, can help facilitate the client discovery process by focusing on your clients' history, life and goals.

Key Trends Will Heighten Client Demand for Skilled Financial Professionals

Three seismic changes are occurring in the financial services industry, which have led to the birth of *Retirement Bridge*. These three major changes will necessitate a new breed of financial professionals who have the skills and the tools to guide their clients toward their unique retirement dreams.

> First, there has been a shift from the traditional product approach to one that orients around people and their needs.

> Next, retirement is being entirely redefined. Decades ago, retirement was viewed as a status symbol where one was devoted to a life of leisure. Today that is simply not the case. Some people will want to continue to work well into their 70s or 80s. Others may choose to reinvent their career and go from being a corporate CEO to a college professor. Joining the Peace Corps may have always been a lifetime dream for others. The bottom line is that retirement is no longer a one-size fits all experience. Each unique version of retirement will require very different resources and financial planning.

> Third, with impending demographically driven shifts in pensions and entitlements, it is likely that the financial burden for retirement will largely fall on the massive baby boomer generation.

Create a Portrait of Your Clients' and Prospects' Retirement Needs

Retirement Bridge is the tool you need to capitalize on these trends. Conceptualized and developed by Ken Dychtwald's firm, Age Wave, the nation's leading authority on retirement and the aging of America, *Retirement Bridge* was created to help financial professionals maximize their effectiveness and grow their business. This turnkey, easy-to-use online client survey and reporting tool has been judiciously selected by LPL as a Discovery tool in the Advice for Life program and was proudly launched at this year's National Conference.

In addition, this groundbreaking client engagement tool provides financial professionals with a holistic and comprehensive portrait of their clients' and prospects' retirement planning needs. Developed from decades of landmark research, it portrays a psychological, lifestage and lifestyle profile of the individual, explores their hopes, fears and readiness for retirement and illustrates their ideal professional relationship. *Retirement Bridge* also provides tactics to guide advisors on ways to build a deeper, more meaningful client-centric business model.

According to Ken Dychtwald, "There has never been a more important time for the financial services industry to shift its focus from product to solutions and from numbers to what matters in people's lives. However, getting to really know clients can be a time-consuming and challenging task, and the industry falls short on providing tools to help advisors uncover what makes clients tick. Retirement Bridge is the missing link that bridges the gap between what clients really want for their retirement and the financial planning process."

Advisor Testimonials on *Retirement Bridge*

We are embarking on a new era of financial planning that can be a win/win for clients and financial professionals. LPL has partnered with Age Wave to be among the first in the industry to offer this innovative new tool. Below are testimonials from some LPL Financial Advisors who have successfully integrated *Retirement Bridge* into their business:

"Retirement Bridge has helped me develop more solid relationships, which has led to acquiring more business and more referrals."

"I learned important things about my long-term clients I never knew before using Retirement Bridge."

"We always find out more about the client than we learned in the interview."