



# **Financial DNA<sup>®</sup>**

## **Using Financial DNA to Match Advisors and Clients**

### **Case Study**

# Advisor/Client Match

## A new qualitative platform for matching clients and advisors

1. Is any client a good client?
2. Is an Advisor right because of great CFP grades?
3. Do Clients accept Advisors simply on referral?
4. Is a person similar to you the right one?
5. Fee charging method and/or investment return

**New Procedure:** assess the behavior match:

Control, communication techniques, pace, management style, methodical, information flows, risk, fears, mentoring ability



# Advisor/Client Matrix

Client

Advisor	Client									
	Facilitator	Reflective Thinker	Influencer	Initiator	Community Builder	Engager	Strategist	Stylish Thinker	Relationship Builder	Adapter
Facilitator	Minimal	Some	Significant	Significant	Minimal	Some	Significant	Significant	Minimal	Minimal
Reflective Thinker	Some	Minimal	Significant	Significant	Some	Significant	Some	Some	Some	Some
Influencer	Significant	Significant	Minimal	Minimal	Significant	Some	Some	Significant	Significant	Significant
Initiator	Significant	Significant	Minimal	Minimal	Significant	Some	Minimal	Significant	Significant	Significant
Community Builder	Minimal	Some	Significant	Significant	Minimal	Minimal	Significant	Some	Minimal	Minimal
Engager	Some	Significant	Some	Some	Minimal	Minimal	Significant	Some	Some	Some
Strategist	Significant	Some	Some	Minimal	Significant	Significant	Minimal	Some	Significant	Significant
Stylish Thinker	Significant	Some	Significant	Significant	Some	Some	Minimal	Minimal	Some	Some
Relationship Builder	Minimal	Some	Significant	Significant	Minimal	Some	Significant	Significant	Minimal	Minimal
Adapter	Minimal	Some	Significant	Significant	Minimal	Some	Significant	Some	Minimal	Minimal

Minimal modification required

Some modification required

Significant modification required