

Trust Self-Assessment

ADVISOR WORKSHEET



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INSTRUCTIONS

Please read the statements below and write in the number that corresponds with your answer:

3 = Strongly Agree, 2 = Somewhat Agree and 1 = Needs Work

Strongest indicators of client trust:

My clients are open to comprehensive financial advice from me.	<input type="checkbox"/>
My clients have consolidated all their business with me.	<input type="checkbox"/>
I meet my client's family members (spouse, parents, adult children).	<input type="checkbox"/>
I work with multiple generations from the same family.	<input type="checkbox"/>
My clients fully understand my fees and how I am compensated for every transaction.	<input type="checkbox"/>
My clients pay my fee without reluctance, quibbling or a lot of questions.	<input type="checkbox"/>
My clients regularly offer unsolicited referrals.	<input type="checkbox"/>
My clients can tell by the things I do that I genuinely have their best interest at heart.	<input type="checkbox"/>
I trust my clients.	<input type="checkbox"/>



Repeatable client experience that creates trust:

Our client experience is designed and orchestrated down to the smallest detail to provide a very specific, repeatable experience.	<input type="checkbox"/>
I have a process for making my clients feel important.	<input type="checkbox"/>
I have a process for making my clients feel safe with me.	<input type="checkbox"/>
I regularly go above and beyond for my clients.	<input type="checkbox"/>
My clients can clearly articulate what I do and the value my services provide.	<input type="checkbox"/>
I have an easily repeatable story that explains why I do what I do.	<input type="checkbox"/>
I have a system for sharing why I do what I do with prospects and clients.	<input type="checkbox"/>
I can and do clearly articulate what I value to my clients.	<input type="checkbox"/>
I have a clear and repeatable way I share my credentials and expertise.	<input type="checkbox"/>
I clearly communicate my track record in a way that inspires confidence in my clients.	<input type="checkbox"/>
I constantly increase my knowledge and skills.	<input type="checkbox"/>
I make sure I am up to date on any changes in the industry.	<input type="checkbox"/>
I communicate to my clients how I increase my knowledge and skills to stay up to date and to always look for new ways to serve my clients better.	<input type="checkbox"/>



Repeatable client experience that creates trust: *(continued)*

I set clear expectations for my clients, what they can expect from me and what I expect from them.	<input type="checkbox"/>
I set clear expectations about performance.	<input type="checkbox"/>
I have an in-depth intake process with multiple meetings that last up to two hours or longer to make sure I fully understand my clients' goals, dreams, concerns and greatest financial fears.	<input type="checkbox"/>
I have regular reviews where I talk specifically about whether I am meeting my client's expectations.	<input type="checkbox"/>
I fully understand each of my client's risk tolerances and ability to handle uncertainty.	<input type="checkbox"/>
I have a process for reducing anxiety for my clients.	<input type="checkbox"/>
In down markets, I proactively reach out to my clients to address any concerns.	<input type="checkbox"/>
My clients are fully briefed on my succession plan so they know they will be taken care of if something happens to me or I retire.	<input type="checkbox"/>
I have a system for returning client communications in a timely manner.	<input type="checkbox"/>
I set my client's expectations for how promptly I will respond to them.	<input type="checkbox"/>
I have a regular communications program set up with my clients and prospects.	<input type="checkbox"/>
When I meet with a prospective client I gather background information on them before our meeting.	<input type="checkbox"/>
I do a family tree for every client and update it annually.	<input type="checkbox"/>
I ask health questions to make sure I stay up to date on my client's and their family's health.	<input type="checkbox"/>



Repeatable client experience that creates trust: *(continued)*

I have a system for recording details of my clients' lives.	<input type="checkbox"/>
I use that system to pull up and update information every meeting so I can be better prepared.	<input type="checkbox"/>
I have a process for finding out if there are any major changes in my clients' lives.	<input type="checkbox"/>
I ask my clients about their childhood experiences with money and what they learned about money from their parents / family.	<input type="checkbox"/>
I help my clients have financial conversations that are sometimes difficult.	<input type="checkbox"/>
I am good at reading body language and picking up when a client is uncomfortable.	<input type="checkbox"/>
When a client has a different viewpoint than I do, I accept their point of view and don't immediately start promoting my view.	<input type="checkbox"/>
I am genuinely open to new ideas and new ways of thinking about things.	<input type="checkbox"/>

Client education / knowledge:

My clients can clearly explain their investment strategy to anyone who asks.	<input type="checkbox"/>
My clients fully understand the financial products they have bought and could explain them to anyone who asks.	<input type="checkbox"/>
I do educational events for my clients (and prospects).	<input type="checkbox"/>
I ask my clients if there are any financial subjects / products / trends that they would like to know more about and educate them on those subjects.	<input type="checkbox"/>

Winning trust with prospects:

When I get in front of prospective clients I am good at converting them into clients.

At client events, I know the role I should play, and what I should say and do to maximize the results of the event.

Team training:

If my team was asked to articulate the core values of our brand, they would all say the same thing.

My team is trained on how to create client trust.

My team would say I am a good listener.

My team would say if they come to me with a problem, I let them articulate it fully, don't interrupt and don't offer solutions until I'm sure they are finished talking.

My team trusts me.

I trust my team.

I refer to them as "team" and not "staff."

I can go this entire seminar today without checking my phone once.

RESULTS

Review the test scores with your team. For any questions where you scored a 1 or 2, discuss changes you could make in order to raise those scores to a 3.





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