

Vantage Platinum Worldwide



HANSARD
WORLDWIDE

Nurturing value from existing clients

As we bid farewell to an eventful 2020, our thoughts turn to starting 2021 with enthusiasm and a renewed sense of optimism for the new year ahead. However, we appreciate that for many advisors, the reality of the current situation means generating new business leads may be difficult.

As prospective clients contemplate their current financial situation, the idea of committing to a medium to long term savings plan will be, understandably, less of a priority.

Re-thinking new business income

Like most advisors, you will no doubt be starting the new year by reaching out to your existing clients', with a view to re-visiting their portfolio of investments. It is during this process that it is encouraging to remember that, unlike prospective new clients, your existing clients':

- Already value and trust your expertise
- Have already demonstrated a discipline for regular saving
- Are committed to securing a savings goal for the future

With the above in mind, and if their personal circumstances are appropriate, now may be an opportune time for you to discuss the potential for your clients to increase their regular payment premiums.

Good for you, good for your client

Of course, when your clients' commit to saving more, it drives mutual benefits for both parties, including:

- Enhanced day one 'Welcome Bonus' of up to 625% allocation (providing that the additional contribution meets the qualifying criteria)
- All additional contribution contracts are eligible for the Loyalty Bonus (up to 0.75% pa, calculated monthly and added to the contract every 5 years – subject terms and conditions)
- The Service Charge that would normally apply is waived for additional contribution contracts
- Additional contribution contracts can encourage your clients to think about planning for different saving priorities throughout their lives, providing them with the flexibility to choose a different duration to their original base plan, for example; an existing 20 year, USD 1,000 per month retirement plan could be supplemented with a new 10 year, USD 500 per month plan for education fees
- An opportunity for you to demonstrate your value as an advisor, recommending a new risk profile to achieve the new plan goal, whilst generating fund advisor fees
- As the value of your client's contract increases, so too will the level of trail commission payable to you, their advisor.

Important notes

- This is a supplementary document only - for details of all the risks, charges and impacts, please read the full product literature.
- Additional contribution contracts will only be processed where all contributions are paid to date on the base contract.
- New ID is required if the documents we hold on file are expired or have been replaced.
- New VOA is required if the document held on file is over two years old (or expired if it's a lease agreement) or if the client has moved address.
- Further financial information may be required depending on affordability thresholds and size of contribution.

As their financial advisor, it is your responsibility to ensure that any suggested increase in contribution for your client is affordable, and in-keeping with their financial goals.

Hansard Worldwide Limited

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