



BEST PRACTICE

The State of Client Understanding

CLIENT ADVISORY BOARD AND
“WOMEN OF INTEGRITY” COUNCIL

Integrity Wealth Management
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Client Advisory Board and Women's Council



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INTEGRITY WEALTH MANAGEMENT

Integrity Wealth Management (IWM) has a long-standing Client Advisory Board as well as a separate Women of Integrity Council, which collectively provide useful guidance and insight into how to serve clients better.

Why the research team likes it:

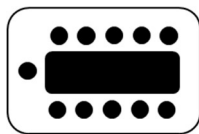
IWM's Advisory Board is long-standing, convened on a regular basis, and actively used to provide feedback on IWM initiatives.

The "Women of Integrity" group (and its more recently founded Women of Integrity Council) provides a strong counterpart to the Client Advisory Board—helping to ensure the "voice of the women" is reflected in how IWM runs its business.

OVERVIEW OF THE ADVISORY BOARD

The Advisory Board provides valuable expertise and feedback in support of IWM's growth

Composition of Advisory Board



- 11 total members:
- 9 clients & 2 Centers of Influence
 - Every year the board is opened up to any new clients that would like to participate.

Member Commitment



- Two 90-minute sessions per year:
- Annual Meeting 1: summer (in advance of The Annual Client Appreciation Event)
 - Annual Meeting 2: winter (in advance of The Annual Holiday Open House)

IWM regularly engages the Advisory Board to help guide business decisions, explore new opportunities, and continually improve its offering and experience for clients.

Advisory Board Fundamentals

Seek & Synthesize Guidance

APPROVED

IWM seeks new ideas and feedback on business initiatives (e.g., Website design) from the Advisory Board before taking action.

REJECTED

Demonstrate Follow-Through

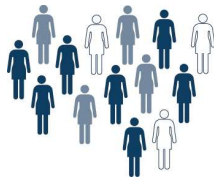
NEW

IWM takes feedback into account and acts on initiatives that receive positive responses—building a track record of follow-through.

OVERVIEW OF THE WOMEN OF INTEGRITY

IWM's Women of Integrity Council emerged out of to the growing popularity and diverse interests in women-centric events

One-Off Women's Events



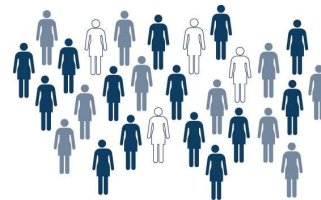
Attendees: independent female clients (e.g., single, divorced, widowed)

Event focus: primarily social



Women of Integrity

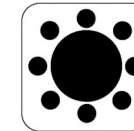
Events/Emerging Community



Attendees: All female clients (including female spouses/partners) and non-client friends

Event focus social, plus expanded to incorporate high-priority themes: financial education, personal health & well-being, and philanthropic themes

Council



Members: 8 members; women with a desire to lead and contribute in the form of the Women of Integrity Council

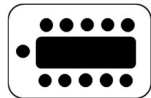
Council Focus: providing guidance and feedback on IWM initiatives related to the high-priority themes for women (e.g., philanthropy)

The Client Advisory Board and Women of Integrity Council provide many benefits to IWM

Balanced Perspective

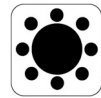
The groups complement one another, providing valuable feedback across a range of important issues

Advisory Board



Voice of all
Clients

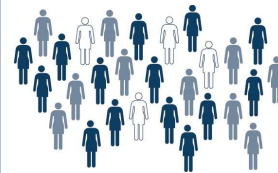
Women of Integrity Council



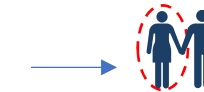
Voice of the
Women

Balanced Participation

Women of Integrity events help female clients become more financially knowledgeable and empowered



Women of Integrity Events



- Expanded knowledge & acumen
- Increased confidence
- Greater engagement & participation

Greater Trust & Credibility

Awareness of these groups often strengthens trust in IWM and its business practices with current clients (and prospects).



Members of the Advisory Board (and soon The Women of Integrity Council) are recognized on IWM's web site.



Current Advisory Board members receive special honors at client events.

Deeper Understanding of Clients

Women of Integrity events help the IWM team gain a deeper understanding of women's needs, values, and priorities.

"Often the spouse of the bread-winning client is less in touch with the state of household financial affairs. As this is common among women, the "Women of Integrity" helps keep these individuals better connected to the financial advisor and the trajectory of household financial affairs.



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