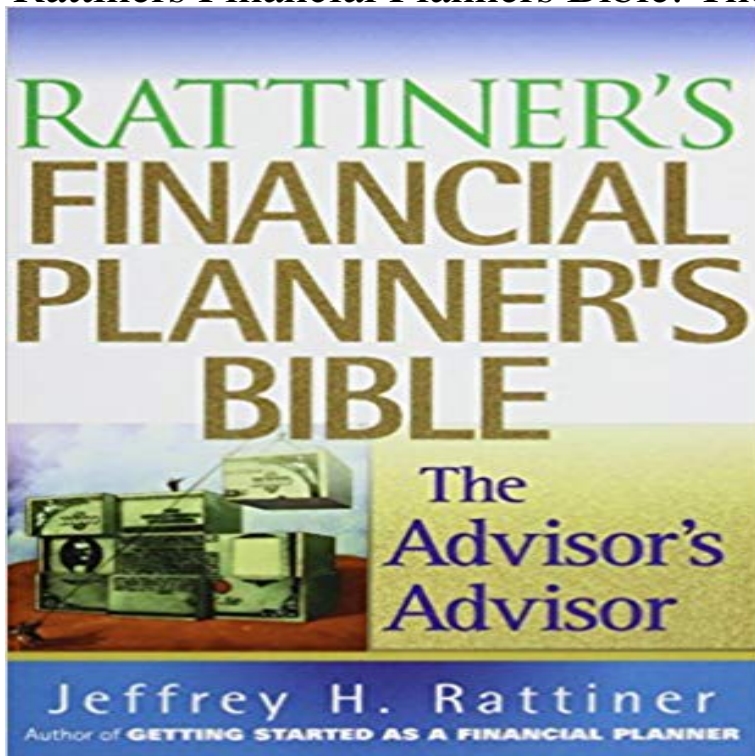


## Rattiners Financial Planners Bible: The Advisors Advisor



Jeff Rattiner has found another way to help producers. This book is a must-have for financial advisors, especially those that aspire to be Million Dollar Producers. -Thomas B. Gau, CPA, CFP President and CEO of Million Dollar Producer Jeff Rattiner has done it again! His book displays all the essential tools and techniques necessary for advanced planners to succeed in this business. Rattiners easy-to-read style provides the best in marketing and practice management ideas. This book will help you if you have hit a dead end in your practice. Rattiner tells it like it is by providing a no-nonsense approach to truly taking your practice to the next level. A must-read for the serious financial advisor. -Jim Cannon, President, SunAmerica Securities, Sentra Securities Corporation, and Spelman & Co., Inc. Financial planners provide a variety of services to an array of clients but lack a uniform system for creating a profitable business. Rattiners Financial Planners Bible: The Advisors Advisor collects best practices from the nations leading financial planners, presenting a prototype turnkey model for achieving financial success for both the client and the practice. Financial planning expert Jeffrey Rattiner emphasizes an ethical, practical approach to financial advising, placing paramount importance on doing whats best for the client. Drawing on extensive interviews and his own experience, Rattiner delivers cant-miss tips on marketing a financial planning practice, developing an infrastructure, crafting strategic alliances, assessing a business profitability, and creating the model twenty-first-century practice. This authoritative guide also covers: \* Forming a planning advisory board \* Establishing a realistic chain of command \* Delegating responsibility \* Making technology work for you \* Charging clients appropriately Running a financial planning business need not be an

exercise in trial and error. Rattiners Financial Planners Bible delivers a compelling model for advising success.

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