

CASE STUDY

How a Simple, Strategic Question Unlocked over \$6MM in Flow

“If I can show a way to keep more profits and pay less tax, will you give me 15 minutes of your time?”

One financial advisor, who had invested time in learning about cash balance plans, used this simple, strategic question to prospect business owners and open the door to discussing the powerful tax-saving benefits these plans can offer.

As this case study demonstrates, the advisor’s focused prospecting question strongly resonated with business owners and quickly yielded 10 appointments.

During these brief initial meetings, the advisor shared specific cash balance contribution scenarios and demonstrated how these plans could benefit their companies. By providing customized illustrations for each business owner, what started as short conversations evolved into comprehensive discussions about cash balance plans and their businesses.

The results were impressive.

Out of the 10 meetings booked, the advisor established five cash balance plans – three for solo practitioners and two for small companies. By demonstrating expertise in this specialized area, the advisor earned the trust and credibility needed to discuss the business owners’ personal investments.

10 meetings booked

established 5 cash balance plans

The impact was substantial:

The five plans generated more than \$1 million in annual plan assets, and over the following six months, these relationships led to an additional \$5 million in private asset management. This progression demonstrates how solving a specific business challenge can create opportunities for broader wealth management services.

5 plans generated

\$1MM+ in annual plan assets

relationships led to an additional

\$5MM in private asset management

By leading with specialized knowledge to guide business owners on tax efficiency, advisors can build trusting comprehensive financial relationships. The key was not just the technical knowledge of cash balance plans but the ability to translate that expertise into meaningful solutions for business owners.

Do you have clients or prospects looking to reduce their tax burden and accelerate their retirement savings?

Give us 15 minutes, and a FuturePlan cash balance expert will share a free illustration, and help you understand why now is a good time to add cash balance plans into your practice.

📞 866-929-2525

✉️ sales@futureplan.com