

49 Great Discovery Questions To Ask Advisors Over The Age Of 60

Background and Experience

- Can you briefly describe your journey to becoming a financial advisor?
- What motivated you to become a financial advisor?
- How have you seen the industry change over your 30+ years of experience?
- Can you share some pivotal moments or decisions that have significantly impacted your career?
- How has your approach to financial planning evolved over the years?
- What unique perspective do you bring to financial planning due to your extensive experience?

Clientele

- What is the typical profile of your clients? (e.g., demographics, profession, income level)
- How many clients do you currently serve?
- Have you noticed any shifts in your client demographic over time?
- Can you describe your ideal client?
- How do you manage relationships with long-term clients?

Services and Offerings

- What range of services do you currently offer to your clients?
- How have the services you offer evolved over time?
- Are there any services you've discontinued over the years? If so, why?
- Are there any new services you are considering offering in the future?
- What is your most popular service, and why do you think it is so?

Investment Philosophy

- Can you describe your investment philosophy?
- How has your investment philosophy changed over time?
- How do you explain your investment philosophy to your clients?
- How does your investment philosophy align with current market trends?

Financial Planning and Strategy

- How do you develop a financial plan for your clients?
- How often do you revisit and revise client those financial plans?
- Can you share an example of a financial plan you've implemented that resulted in great success?

- How do you tailor your financial strategies to accommodate a diverse range of client needs and goals?

Risk Management

- How do you approach risk management?
- How have changes in financial regulations affected your approach to risk?
- How do you educate your clients about risk and uncertainty?
- Can you give an example of how you have helped a client navigate a significant risk?

Technology Use

- How have you incorporated technology into your practice over the years?
- How do you see technology playing a role in your practice in the future?
- Have you faced any challenges with implementing or adapting to new technologies?
- What digital tools do you find most useful in your day-to-day operations?

Succession Planning

- Do you have a succession plan in place for your practice?
- If so, how have you prepared your clients for a potential transition?
- If not, what are your plans for your practice moving forward?

Continuing Education and Professional Development

- How do you stay current with industry trends and changes?
- Are you involved in any continuing education or professional development opportunities?
- How has ongoing learning influenced your practice?

Business Development

- How have you grown your business over time?
- What marketing strategies have been most effective for you?
- How do you approach client acquisition and retention?
- How do you differentiate your practice from competitors?

Challenges and Successes

- What have been your biggest challenges in your practice, and how have you overcome them?
- Can you share some of your most significant successes?
- How have these challenges and successes shaped your approach to your practice?

Future Outlook

- Where do you see your practice in the next 5-10 years?
- What changes do you anticipate in the financial advising industry?
- How are you preparing your practice for these potential changes?
- What legacy would you like to leave in the financial advisory field?



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