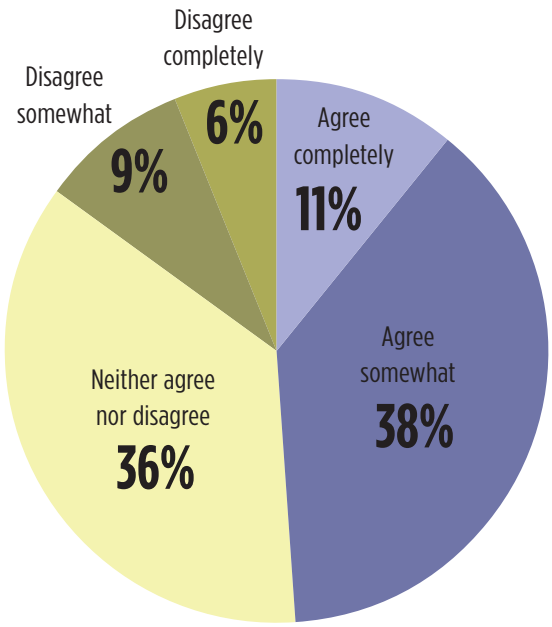
# Lessons Learned From

## INCREASED EFFICIENCY

I operate more efficiently now than I did before the economic crisis.




*Source: FPA's study, A Year After the Market Crash: How Financial Planners Are Adapting to a New World, September 2009 (5.7% margin of error)*

## Punching the Clock

In August 2008, just before the start of the financial crisis, **65 percent** of planners **worked between 41 and 60 hours a week**. Fast forward six months to February 2009—the height of the financial crisis—and **75 percent** of planners were clocking **40 to 60 hours a week**. Work hours seem to be leveling off, perhaps spurred by signs of economic recovery that are helping calm clients, as **67 percent** of planners were working **40 to 60 hours a week** when surveyed in September 2009.

*Sources: FPA's 2008 Market Volatility Study of Financial Planners, October 2008. FPA Research Center's 2009 Practice Trends, February 2009. FPA's study, A Year After the Market Crash: How Financial Planners Are Adapting to a New World, September 2009 (5.7% margin of error)*

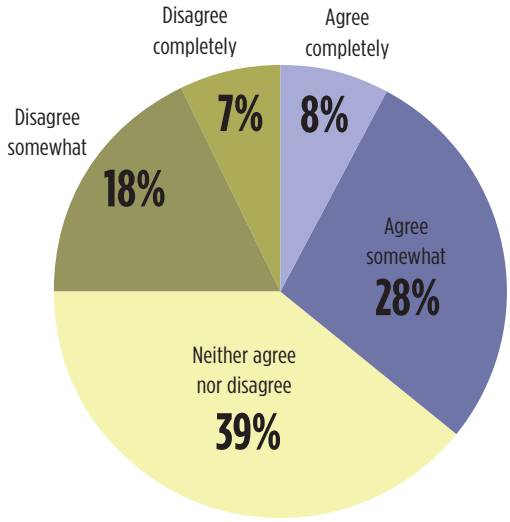
## Confidence Boost

For many planners, surviving tough times has been a confidence boost. When asked in September 2009 if the events of the last year affected their confidence as financial planners, **44 percent said, "I am more confident now than I was before the crisis**." Despite a strong showing of confidence in their planning abilities, **59 percent of planners said they expect long-term effects on their businesses as a result of the crisis**. Survey respondents offered a mix of positive and negative effects, including stronger, leaner practices and a lack of consumer confidence in financial planners.

*Source: FPA's study, A Year After the Market Crash: How Financial Planners Are Adapting to a New World, September 2009 (5.7% margin of error)*

## Shipshape Finances?

My own financial house is more in order now than it was before the crisis.

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# the Economic Crisis

## Marketing and Client Communication Spending on the Rise

How is your investment in your practice and/or yourself changing this year?

### Client communication

| | |
|---|---|
| Spending more time/money | 65% |
| Same as last year | 34% |
| Spending less time/money | 1% |

### Marketing efforts

| | |
|---|---|
| Spending more time/money | 46% |
| Same as last year | 45% |
| Spending less time/money | 9% |

### Compliance

| | |
|---|---|
| Spending more time/money | 26% |
| Same as last year | 72% |
| Spending less time/money | 2% |

### Continuing education

| | |
|---|---|
| Spending more time/money | 25% |
| Same as last year | 63% |
| Spending less time/money | 12% |

### Technology

| | |
|---|---|
| Spending more time/money | 21% |
| Same as last year | 68% |
| Spending less time/money | 11% |

### Staffing expenses

| | |
|---|---|
| Spending more time/money | 9% |
| Same as last year | 64% |
| Spending less time/money | 27% |

*Source: FPA's study, A Year After the Market Crash: How Financial Planners Are Adapting to a New World, September 2009 (5.7% margin of error)*

## WHAT HAVE YOU LEARNED?

"Stay in touch with clients at all times. Remind them that we will have ups and downs in the market, but it's about having a plan for their financial future and keeping the course."

"I have learned that emotions trump data and rationality, especially in a time of crisis. When outlier situations become reality, investors tailspin and financial media only compound the fear and insecurity."

"Never say it can't happen. Even low probability events can occur and be very frightening to clients and to us!"

*Verbatim responses to the question, "What have you learned from the economic crisis?" in the FPA's study, A Year After the Market Crash: How Financial Planners Are Adapting to a New World, conducted in September 2009.*

Get the complete research findings by downloading the whitepaper, *A Year After the Market Crash: How Financial Planners Are Adapting to a New World*, at **www.FPAPracticeManagement.org**. Read more research findings in the January issue of the *Journal of Financial Planning*.