

"Crash-testing" Your
Planning Process | 37

The New Approach to
Equity Indexing | 66

Income Distribution—
The Best Software | 75

www.Financial-Planning.com

Financial Planning

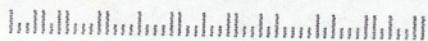
March 2006



Rethinking Risk Tolerance



#BXNGXZT *****AUTOR**5-DIGIT 30078
#FNP N7195365 4# I63NBC B 0002



JEFFREY HARRY
JD HARRY & ASSOCIATES
STE 100
2398 LENORA CHURCH RD
SNELLVILLE GA 30078-6921

005513
P000085
01:064336

adviser pulse

Combating Clients' Fears

According to Valerie Brown, president of the ING Advisor Network, “replacing confusing technical language with plain English—and including plenty of consumer-friendly disclosures—will go a long way toward managing customer fears.” Indeed, she’s hoping it will.

The company just commissioned a survey of 300 advisers to study the daily challenges facing the industry’s professionals. Among other more predictable responses, “consumer fear” ranked surprisingly high, with 81% of respondents including it as a top challenge. As custodians, broker-dealers and product sponsors alike compete for retail advisory business, the winners of the race to make the adviser’s job easier are also likely to win the spoils of additional clientele. “Financial services companies as a whole,” says Brown,

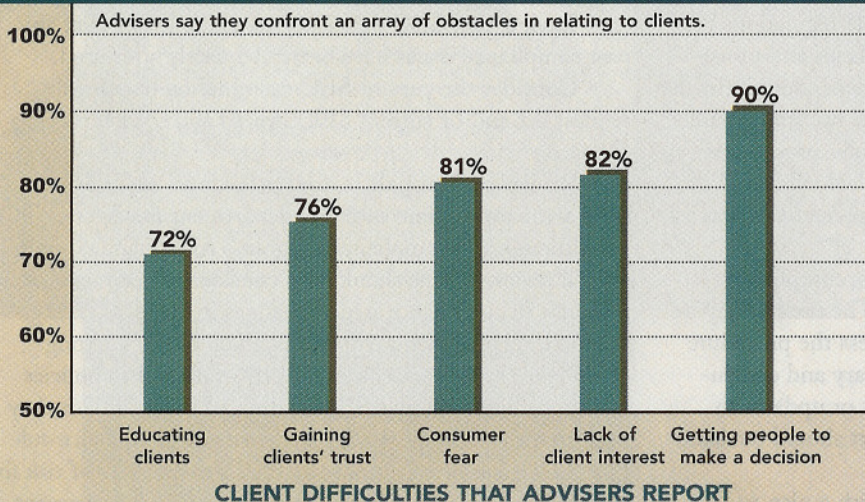
“have historically done a poor job of explaining their product in simple terms everyone can understand.”

According to the survey, advisers are hearing those same sentiments echoed by clients themselves. Some “76% of respondents said they want information in straightforward language,” said Brown, when asked to describe the most surprising results of the survey. “This indicates that clients want easier-to-understand consumer information—not just more information.”

But if it’s better information that clients want from their adviser, most also want to make up their own minds. While only 22% of the adviser respondents think consumers value professionals “who provide information but allow customers to make decisions,” 74% of consumers polled in the survey said this is, in fact, what they prefer.

—Marshall Eckblad

The Challenging Client



Source: AIG Advisor Network

on the job

Three senior executives move into new roles at Louisville, Ky.-based Todd Investment Advisors. **Robert Bordogna** is the firm’s chairman, **Bosworth Todd** becomes chairman emeritus and **Curtiss Scott Jr.** will assume the role of president and CEO.

The Foundation for Financial Planning in Tucker, Ga., has named three new members of its board of trustees: **Valerie Brown**, president of Atlanta-based ING Advisors Network; **Charles Goldman**, executive vice president and COO of Charles Schwab in San Francisco and **Glenn Kautt**, president and chief investment officer of The Monitor Group in McLean, Va.

Thornburg Investment Management in Santa Fe, N.M., has announced that **Connor Browne**, **Lei Wang** and **Christopher Ihlfeld** have been promoted to managing directors.

New York Life Insurance has appointed **William Mattox** first vice president in charge of the company’s Washington office. **Mark Pfaff** has been named New York Life’s senior vice president in charge of its Agency Department and **Brian Loutrel** assumes the post of vice president of the Corporate Compliance Department.

Los Angeles-based AIG SunAmerica Asset Management announced **Jay Rushin** as the firm’s senior vice president and portfolio manager responsible for small- and mid-cap stock growth strategies.

Choate Investment Advisors in Boston has appointed **Scott Schermerhorn** as the company’s managing director.

—Marshall Eckblad