

# Top 20 Client Analysis

Use the following charts to plot your products and services and financial strategies.

What products and services do you offer? Where can you gain productivity and new assets?

**Products/Services**  
*(Check all that apply)*

Client's Name																					Number of Clients
Cash Management Account																					
Securities																					
Mutual Funds																					
Mutual Fund Managed Account																					
Separately Managed Account																					
Variable Annuities																					
Life Insurance																					

**Financial Strategies**  
*(Check all that apply)*

Client's Name																					Number of Clients
Asset Allocation																					
Retirement Planning																					
College Funding																					
Estate Planning																					
Charitable Giving																					
Disability Protection																					
Asset Protection Planning																					
Long-Term Care																					

Source: Stephen D. Gresham, *Attract and Retain the Affluent Investor* (Dearborn Trade, 2001).

Here is a working sample of the charts, filled in.

What products and services do you offer? Where can you gain productivity and new assets?

**Products/Services**

*(Check all that apply)*

	Client's Name	B. Johnson	T. Smith	J. Shapiro	R. Kelly	M. Lynch	C. Edwards	W. Brown	K. Woodward	A. Nelson	N. Murray	R. Harris	C. Jones	T. Davis	S. Miller	D. Parker	H. Mullen	P. Carter	F. Allen	L. Bradley	B. Taylor	Number of Clients
Cash Management Account		✓	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	14
Securities		✓	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	14
Mutual Funds			✓		✓		✓			✓				✓			✓		✓	✓		8
Mutual Fund Managed Account		✓				✓		✓		✓		✓			✓			✓	✓			8
Separately Managed Account					✓			✓		✓		✓			✓		✓	✓	✓			8
Variable Annuities				✓									✓									2
Life Insurance														✓								1

**Financial Strategies**

*(Check all that apply)*

	Client's Name	B. Johnson	T. Smith	J. Shapiro	R. Kelly	M. Lynch	C. Edwards	W. Brown	K. Woodward	A. Nelson	N. Murray	R. Harris	C. Jones	T. Davis	S. Miller	D. Parker	H. Mullen	P. Carter	F. Allen	L. Bradley	B. Taylor	Number of Clients
Asset Allocation		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	15
Retirement Planning		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓	13
College Funding						✓			✓		✓	✓			✓	✓		✓				9
Estate Planning				✓		✓		✓				✓	✓						✓			6
Charitable Giving				✓			✓													✓		3
Disability Protection																						0
Asset Protection Planning				✓																✓		2
Long-Term Care				✓																		1