**Holborn Script – 1st Meetings**

Introduction

*Build rapport:*

*Personal*

*Family*

*Business*

*After rapport:*

Right, we should probably talk about why I’m here*.*

The reason I’m here today is to tell you about Holborn, for you to ask me as many questions as you want, and to see if there’s some common ground.

Holborn Global

So, how the business came about, when the expansion of the UAE initially started, expats went over there to work and needed financial advice on their tax-free earnings. As such financial advisors needed to go over there as well to help expats with their savings, their offshore assets, their pensions, and so on. In the late 90s, the CEO, Bob Parker, set up Holborn (after an acquisition from Old Mutual before it listed) and we’ve been going for 20 years now as an independent financial advisory, this makes us one of the oldest organisations in our field.

**There are 5 pillars of our business which explain why people do business with Holborn:**

1. Size

So firstly, Holborn is one of the largest/leading independent wealth advisories in the world. We’ve got clients in over 30 countries and we manage just less than US$2B in assets. Because of our size, we are seen as an institutional buying power, whereas you would be seen as a retail client. With our institutional buying power, we are offered preferential rates from providers which benefit our clients.

1. Service

The main reason why people do business with Holborn is because of how well we look after our clients. No matter where our clients are, we see them every quarter (even if it is on Skype if you’re abroad). We will always update you on market conditions, new changes in legislation, and new products in the financial world.

Holborn has won awards for client services including the 2019 International Investment Global Clients service award plus you will see on the web that we area 5\* Trust Pilot company. This is the highest accolade in the international marketplace and one of the main reasons I love to work for Holborn.

1. Independence

Another reason people do business with a company like ours is that we are a true independent advisory. What that means is, most big companies are tied to institutions, they’ve got agreements with these institutions and get incentivised by those institutions.

We have no such agreements and homogenously get paid the same across the board and so we choose our providers based on performance, not on highest commissions paid. So, for me to choose one asset manager over another is simply because they are the better asset manager and not because we are paid more or have an agreement with one over the other.

We also work with some excellent asset managers around the world. We work with the biggest names in the industry such as Fidelity, UBS, Morgan Stanley, Goldman Sachs, Blackrock, Marlborough, Schroders, Rathbones, so all the big equity managers/money managers that you can think of, we work with all of them.

Don’t you want to mention some SA Fund Houses? Eg Investec, Quilters

1. Safety and Security

Another reason why people do business with us is because we structure our clients’ assets in jurisdictions where the government backs the investment. So, think Guernsey, Jersey, Isle of Man, Malta, Gibraltar – all places with strong links to the UK. We only structure assets where the government puts a guarantee on capital so we take safety and security of our clients’ hard-earned money, very seriously.

1. Education and Qualifications

Finally, the last reason why someone does business with Holborn is because our advisors are the most qualified and best educated advisers in the industry. All our advisers do continuous exams with the Chartered Institute of Securities and Investment, the industry leader in IFA education as well as doing the local examinations from the regulators where we are based.

Alternatively:

Finally, the last reason our clients do business with Holborn is because our advisors are the most qualified and best educated advisers in the industry, there are 3 recognised institutions that all of our advisers continuously sit exams with, these are:

* Chartered Institute of Securities and Investment
* Chartered Insurance Institute
* London Institute of Banking and Finance

As you can see (show certificate). I am qualified to level 4 to provide financial advice, this is something I am very proud of and also know for certain sets me apart from a lot of my competitors here in XXXXXXX. (ALSO SHOW LOCAL QUALIFICATIONS IF APPLICABLE).

Factually incorrect we also use the CII and LIBF

Summary

So, in a nutshell, if you had to say what Holborn is:

It’s one of the largest independent wealth advisories in the world.

We look after our clients no matter where they are in the world.

We give impartial advice on your finances.

When you put your head on the pillow at night, you know your assets are safe and secure.

And we are the most qualified and educated advisers in the industry.

So that’s really our 5 pillars of success.

Process

What I typically do when I meet someone for the first time, is I take down a couple of details which shows me where they are at the moment and where they’re likely to end up. Essentially what you look like financially on paper. As we go through it will become very apparent to me whether I can help you or not. If you don’t think I can help you, that’s okay, we can end the session, shake hands and I’ll be on my way. If, however, you agree that I can help I want us to agree something.

The agreement I want to put in place today is, if I think I can help you and you agree, I want you to instruct me to find the right solution for you, and that’s going to take some work on our part here today, so I’m going to ask what your attitude is towards things like accessibility, flexibility, risk, return, family, death, taxation, cost etc - everything that makes it perfect for you and then what I’ll do is go away and find a solution for you and bring a recommendation back the next time I see you.

So, the next time we get together we’ll go through my recommendation, and if it ticks all the boxes, if it does what it says on the tin, if you understand it 100%, and gives you everything you wanted then I believe I have earned the right to take you on as a client. Is that fair?

Charges

You’re probably wondering what this is going to cost, so we may as well get that bit out the way as well.

Our services to our clients are completely cost neutral. The best way to describe that for you is through an example, so let’s say at the end of the day we decided that the best thing for you is an investment with an asset manager, for ease of recognition, like Investec. Now whether you go directly to Investec you come to our office, it’s going to be the same fund, same return, same charges, everything, we won’t even feature on your statement. The difference is Investec is only going tell you how good Investec is. My job is to tell you how good Investec is versus everybody else.

For my time though, which is very valuable, I do ask for a small fee, but you can call it a favour. If at the end of today’s meeting you feel that this has been valuable for you, all I’ll do is ask you for people that you know, that I don’t know, to see if I can help. All I’ll do is phone them and say we’ve had a good meeting and I would want to come have a similar meeting with them. Is that okay?

Alternative:

Now I like to apply an 80/20 principle to my business, to benefit both you and I. Let me explain, I spend 80% of my time doing the most important job – managing my clients wealth. I like to spend only 20% of my time looking for new clients. I’m sure you would agree, you would rather I manage your money 80% of my time? YES. Great, we are on the same page, the only way I can keep this model is if you help me by introducing me to a few people, people like you that I get along with so I can call them and introduce my services to them, are you happy with this or have any questions? Yes I’m happy, no I don’t have any questions.

Optional Role Projection:

That’s great, before we move any further I just want to thank you for agreeing to that as I’m sure you can appreciate it very annoying moving through this process to get to the end of todays meeting and for you to say “I cant think of anyone” or “let me speak to them first”, so I just want to thank you in advance for agreeing to help me.

Okay, can I start taking some notes and ask you some questions?