

For Immediate Release:

Embracing Financial Planning Still a Work in Progress in Banks and Credit Unions

New Study Examines Barriers to Advisor Adoption, Provides Path to Advisor Engagement

CHAPEL HILL, NC, NOVEMBER 16, 2020: A recent Kehrer Bielan study of 3,000 financial institution-based advisors found that 59% of them were engaged in planning with no more than one client a month. A new Kehrer Bielan study, *The Status of Financial Planning in Financial Institutions*, aims to help banks and credit unions understand why advisor adoption of planning has lagged. Ameriprise Financial Institutions Group sponsored the study.

The data points to the need for financial institutions to invest in centralized planning support, leadership with planning expertise to champion the mission, and incentives for advisors to boost planning activity.

But for many banks and credit unions the biggest hurdle to capitalizing on the rewards of financial planning is cultural change. Two findings of the study highlight financial institutions' failure to embrace financial planning to date:

- Less than half of all financial institutions track how many financial plans, if any, their advisors are delivering to clients.
- Among those that do track planning activity, only one out of seven track to see if the delivery of the plan results in implementation of the recommendations.

The consequence of the first is that most financial institutions have no way to manage the financial planning activity of the firm, and therefore no way to grow it. The second means that many institutions that purport to be holistic advice firms are in the dark as to benefits the plans being prepared by their advisors are bringing to the institution.

Kehrer Bielan surveyed 87 banks and credit unions, who collectively deploy 2,927 advisors. The institutions provided data on:

- Who provides the plan – the advisor, a centralized team of professional planners, or advisors supported by a centralized unit;

- Whether the firm charges for planning; and
- Goals and incentives for advisors to engage more clients in planning.

Click [here](#) to download a complimentary copy of the study.

About Kehrler Bielan Research & Consulting. KBR&C provides the financial advice industry with insights based on a melding of research and experience in managing the delivery of investment, insurance, and wealth management services. The firm provides performance assessment and benchmarking, human resource management and development, due diligence, consumer insights, and interpretation of industry trends through its original research, unbiased consulting, and peer study groups.

Please visit us at www.KehrlerBielan.com or e-mail info@kehrerbielan.com for more information.

About Ameriprise Financial Institution Group

With more than 25 years* serving the investment program needs of local banks and credit unions, Ameriprise Financial Institutions Group brings a depth of understanding, experience and knowledge to the financial institution space – helping deliver value for clients/members while driving revenue for the affiliated institution.



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* Investment Professionals, Inc (IPI) was founded in 1992 and specialized in the on-site delivery of investment programs for financial institutions. Ameriprise Financial, Inc. acquired IPI in 2017 bringing together the years of experience of the two organizations.