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Press Release

Source: RJ & Makay

RJ & Makay's New Video: 'Non-First-Quartile' Financial Advisors Getting Some 'Love'

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DENVER, Feb. 5 /PRNewswire/ -- This is the most challenging market most Financial Advisors have ever seen. They've seen their client's assets take a hit -- their deferred comp plummet, the reputations of their firm and industry dragged through the mud, and have witnessed failures and mergers which would have been unimaginable even a year ago; from Merrill Lynch and Bank of America (BAC), to Morgan Stanley (MS) and Smith Barney ©. Now there are even rumors about UBS (UBS) and Wachovia brokerage combining.

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To add insult to injury many firms are either neglecting or putting the squeeze on the bottom half of the industry broker producers, through nominal or no retention packages, transition packages that pale in comparison to those the top producers get, annual cuts in commission payouts, or being targeted for layoffs.

If you're a third or fourth quartile advisor who feels your clients and your family would be better off in a different situation what are your options?

"Our message is that there are compelling choices and opportunities," says financial recruiting firm RJ & Makay CEO Darin Manis. "Just because your current firm doesn't love you doesn't mean another firm wouldn't love to have you," says Manis.

RJ & Makay just released an entertaining two-minute video about alternative opportunities.

<http://www.rjandmakay.com/featured-video> It is the third

video in a series targeting FAs. Previous videos have received more than 15,000 views.

"We've never seen such a strong interest in alternative opportunities. We're setting hundreds of monthly interviews with advisors looking at independents, hybrid models, banking brokerage and investment management options," says Manis.

"There will always be an interest in apples-to-apples moves like a wirehouse-to-wirehouse. However, alternative options which have either warm leads, higher payouts, or different structures and cultures are red hot right now with FAs."

Advisors making low to mid 20's on their payout are seriously evaluating what they are getting for the 80% they are giving up.

"If you can go from a net income of \$75,000 to \$180,000 without adding a single additional client you just have to investigate the opportunity. \$75K to \$180K is not just a different tax bracket, it's an entirely different lifestyle," says Manis.

"When FAs hear they can double or triple their income and get around a 25-50% transition package they raise their eyebrows," says Manis.

It looks as if non-first quartile brokers are loved after all. It just may not be coming from their current firm.

About RJ & Makay

RJ & Makay is a financial recruiting firm exclusively servicing the financial sector. About half of the financial firms in the Fortune Top 100 utilize RJ & Makay for various recruiting and consulting services. To learn more visit www.rjandmakay.com.

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