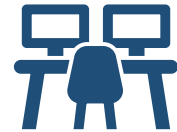


# Guidelines for Contact Management Systems

There are several types of CRM (contact relationship management) program options available to financial advisory teams, most of which are web-based.

Each CRM has their strengths and weaknesses, but one common observation is that most of them are hugely underutilized. Many CRMs can completely systematize a business advisory practice by proactively automating all core business activities, creating a complete client profile, fully integrating email, and clearly delegating client service deliverables.



Another observation about CRMs is they can be overly robust, meaning they can be overwhelming and not very user-friendly. To that end, we have created a list of the core features we believe are important when advisory teams are choosing a CRM.

We recommend centralizing as much information as possible on your CRM as it relates to each client relationship to make things readily available to everyone on the team. This is such an important part of team communication, it will be covered in the next best practice on its own.