



Attract and Retain the Affluent Investor: Winning Tactics for Today's Financial Advisor

Stephen Gresham, Evan Cooper

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In order to ensure future success, financial advisors must find a way to compete for one of the fastest-growing segments of the investing population - the affluent. Stephen D. Gresham and Evan Cooper, authors of *Attract and Retain the Affluent Investor*, show readers that by adapting current methods and learning how to provide a richer level of service, financial advisors will be able to capitalize on this opportunity and create greater client satisfaction.

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