



## **Casual Friday: Q3 Materials + Defining the Luxury Experience – October 14<sup>th</sup>, 2024**

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#TGI-CASUALFRIDAY - a day late - we had some web issues last week.

### **3Q Marketing Materials:**

[One Page Fact Sheet: Updated Performance, Holdings etc.](#)

[Slide Deck: Detailed Philosophy, Process, Firm Update](#)

[Dividend Score Card: Power of Dividend Growth in One Simple Chart](#)

[Commentary: The Right Way To Beat Inflation?](#)

### **Creating Bespoke Wealth Management Experiences: Lessons from a Visit to a High-End Boutique**

We love Zoom, AI, shopping online, and leveraging modern technology for business and life. Downside? There can be a monotony of virtual meetings and the increasing depersonalization of daily interactions in our fast-paced world. On a recent trip to New York City, I decided to step into a luxurious and well-known gift shop for a special gift for my daughter. The experience created a welcome break from the digital routine. It ignited a spark of inspiration for that burning question managers and advisors face: "How do we differentiate in a crowded, tech-numb world?" Many of us are seeking an edge to differentiate and increasingly we look to digital tools (guilty)!

But what if the answer is more old school?

As I entered the boutique, the vibe was just different from the bustle of the street, life on a computer screen, and running from meeting to meeting. I was immediately greeted by a seasoned sales professional who exuded warmth and professionalism. Everyone seemed to move and speak differently - impeccably dressed, polite and articulate. Instead of bombarding me with pushy sales pitches, she took the time to understand my preferences, offering me a seat and a refreshing beverage.

The personal touch and attention to detail were palpable, making me feel valued and appreciated as a customer. It was life actual IRL (in real life!) as they say. As we sat together discussing the gift, I had many questions about the return policy, my daughter's preferences, and how I might best present a signature gift.

My associate said, in her kind sophisticated way: "Let's make an appointment to bring her in. We will take her to a private room, show her the nicely wrapped, gift, and present options, and have a champagne toast. We can give her a tour of the mansion." Boom. We moved from me walking in with money and walking out with a watch, to a personal experience my daughter and I will remember for a long time.

Amidst the plush surroundings and impeccable service, I couldn't help but draw parallels to the wealth management industry. I thought, maybe as the investment world gets more dehumanized, commoditized, and modernized, maybe old school "personal touch" is a winning formula.

We are all seeking an edge, and we all talk about "great service", but how do we create a bespoke experience for each client similar to this retail boutique? What cultivates that human and luxury experience? What are the actual deliverables that make wealth management clients feel the way I felt that day?

After all, I could have bought this gift online, but in the end, they created something much, much more - an experience, a lasting memory, and brand loyalty

**Advisor question of the week: what do you do (or even aspire to do) in your practice that creates a similar experience for your clients that I had in the store? Email us your thoughts!**

**WOW...time to start thinking about holiday travel!**

[The best times to book travel for the holidays, according to Google Flights](#)

Google Flights recommends travelers purchase their Thanksgiving flights in early October, after which airfare will likely rise.

Have a great WEEK!

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*Russell 1000 companies with higher price-to-book ratios and higher forecasted growth values. The index was developed with a base value of 200 as of August 31, 1992. Russell 1000 Value Index measures the performance of those Russell 1000 companies with lower price-to-book ratios and lower forecasted growth values. The index was developed with a base value of 200 as of August 31, 1992. You cannot invest directly in an index. BEst (Bloomberg Estimates) Earnings Per Share (EPS Adjusted) estimate returns Earnings Per Share from Continuing Operations, which may exclude the effects of one-time and extraordinary gains/losses. Beta is a measure of volatility vs. an index. Upside/Downside capture ratios refer to a portfolio's performance as a percentage of either positive returns (upside) or negative returns (downside) vs. an index. Standard Deviation is a measure of total risk. Alpha, Beta and capture ratios are represented as calculated by Morningstar.*

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