

# Is your COI network fueling growth?



Strategic partnerships are essential for expanding your client base. Use these strategies to help strengthen your center-of-influence (COI) relationships, optimize referrals and grow your practice:

1. **Partner with purpose:** Align with COIs who share your target market, services and culture.
- ★ 2. **Expand your network:** Seek COIs beyond traditional sectors, targeting those who match your niche.
3. **Empower your team:** Equip everyone to build productive professional relationships.
- ★ 4. **Clarify your niche:** Ensure COIs know your ideal clients and can effectively refer them.
- ★ 5. **Co-host events:** Collaborate with professionals to engage both of your client bases.
6. **Set referral goals:** Implement referral targets for transparency and accountability.



## Expand your network: Target COIs beyond accounting and legal

If you're focused solely on tax professionals and attorneys, you may be missing out on opportunities to target other types of COIs who can help you attract and retain your ideal clients.



Real estate agents



Insurance brokers



Business bankers, private bankers, investment bankers



Concierge doctors



Corporate benefits consultants



Property and casualty insurance



Payroll providers



Private equity firms



## Clarify your niche and key differentiators

To strengthen your COI relationships, clearly define your niche, and demonstrate how your services are tailored to meet the unique needs of those clients.



**Step 1**  
Identify your target market



**Step 2**  
Showcase key differentiators



**Step 3**  
Focus on relevant COIs

### EXAMPLE NICHE 1

**Business owners with 500 employees and fewer**

- **Wealth and retirement planning** for clients whose businesses comprise a significant portion of their assets.
- **Employee benefits and business insurance consulting** on business management and protection from liability.
- **Tax planning and business valuation services** that address wealth preservation and navigating M&A.

- Accountants
- Business consultants
- Insurance advisors

### EXAMPLE NICHE 2

**Corporate executives with complex compensation structures**

- **Equity compensation strategies** designed to simplify the complexities of stock options, restricted stock and other non-cash compensation.
- **Comprehensive wealth planning strategies** to effectively manage concentrated stock positions and optimize tax efficiency.
- **Risk management and asset protection strategies** aimed at safeguarding personal assets while addressing potential business-related liabilities.

- Tax advisors
- CPAs
- Executive recruiters
- Private bankers



## Co-host events

Building alliances with COIs through joint events allows you to tap into new networks, share expertise and position yourself as a business leader.

### Small business solutions

Bring together COIs to address key issues for small businesses, including cash flow, access to capital, HR, employee benefits, technology, marketing and customer acquisition.

- **Target clients:** Business owners, chief financial officers and HR staff of small businesses
- **COIs:** Business bankers, HR consultants, group benefits advisors, property and casualty insurance specialists, payroll providers, IT service providers and digital marketing agencies

### Wellness and retirement planning

Host an event on holistic wellness and retirement planning, targeting clients and prospects nearing or in retirement. Focus on health and wellness, retirement income strategies and Social Security optimization.

- **Target clients:** People 50 and older
- **COIs:** Concierge doctors, dieticians and wellness coaches, Social Security and Medicare specialists

### Legacy planning with life insurance

Organize a workshop on the intersection of estate planning and life insurance, providing insights on protecting and passing down generational wealth.

- **Target clients:** High-net-worth and ultra-high-net-worth individuals and business owners concerned about legacy planning and preserving wealth
- **COIs:** Life insurance specialists, estate planning attorneys and tax advisors

### Employee benefits planning

Host a symposium to help employers manage complex employee benefits, including retirement and health plans.

- **Target clients:** Companies with 100 – 1,000 employees
- **COIs:** ERISA\* attorneys, recordkeepers, third party administrators, actuaries and employee benefits consultants

\*The Employee Retirement Income Security Act (ERISA) is a federal law that protects participants in private sector retirement and health plans.

Advisors must consider firm compliance guidelines around business entertainment, social media and other topics referenced. The views and opinions expressed are not necessarily those of the broker-dealer or any affiliates. Nothing discussed or suggested should be construed as permission to supersede or circumvent any broker-dealer policies, procedures, rules and guidelines.

All Capital Group trademarks mentioned are owned by The Capital Group Companies, Inc., an affiliated company or fund. All other company and product names mentioned are the property of their respective companies.

This content, developed by Capital Group, home of American Funds, should not be used as a primary basis for investment decisions and is not intended to serve as impartial investment or fiduciary advice.

Capital Client Group, Inc.