

# THE WEALTH ADVANTAGE



WHAT'S NEW WITH

## AE WEALTH ADVANTAGE

Read more about everything new on the AEW platform.



 BACH TALK

### Advisor Value Part 2

This is Part 2 in my series about how to talk to your clients about fees.

[Learn More »](#)



 PLATFORM UPDATES

### Media Announcements

See what's happening with AEW in the media.

[Learn More »](#)

 CUSTODIAN UPDATES



## Fidelity Update

Review the recent changes to Fidelity's processes.

[Learn More »](#)



As always, please reach out to your VP of Wealth Management at [866.363.9595](tel:866.363.9595) for further details.

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## BACH TALK



### Advisor Value, Part 2

In today's episode of BACH TALK, I'll share the three types of people who come to you looking for advice — and why one kind of person will almost never become a client, no matter what you do. Then, I'll talk about common myths around fee structures, how you should talk to all your prospective clients to build trust and how elevating the conversation can eliminate client objections based on fees altogether.

[Learn More »](#)

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## Media Announcements

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### See what's happening with AEW in the media

It's a great honor to be named the 2nd Fastest Growing RIA. We could not have accomplished this without you, our advisor partners. Read the announcement

[HERE](#).

AEW Advisors are using creative prospecting to help grow their businesses.

Read more [HERE](#).

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### More from this month's Wealth Advantage:



**Fidelity Update**



**Advisor Value Part 2**

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## CUSTODIAN UPDATES

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### Fidelity Update

Effective Aug. 1, 2018, Fidelity will NIGO any cashiering items with missing customer initials and dates on EFT and WIRE Forms. Please be sure each page is initialed at the bottom of the form. AEWM will continue to notify your office if these initials and/or dates are missing.

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**Media Announcements**



**Advisor Value Part 2**



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