

The value of advice

(NARRATOR) Would you try to rewire your house on your own? Or fix your car? Or attempt some dental work... Of course not. ...You'd rely on a professional. So why would you manage your own financial plan?

(ON SCREEN) A pair of pliers flies in and cuts a wire. Making everything dark. Cut to an engine that won't start. Cut to a tooth, shivering to the sound of a dentist drill.

(NARRATOR) 95% of mutual fund investors trust the advice their advisor provides.

(ON SCREEN) Pie Graph showing 95% animates on screen.

(NARRATOR) You may have already made the commitment to save and invest your money with goals in mind. A little advice and some trusted guidance can go a long way. In fact:

(ON SCREEN) A simple bar chart animates on screen with three bars. Vacation, Education and Retirement. Each bar moves up and down. They move left and look tiny in the shadow of the graph below.

(NARRATOR) Investors who receive professional advice accumulate almost four times as many assets in 15 years than comparable investors without advisors.

(ON SCREEN) A chart shows advised households vs. non advised pops up to the right.

(NARRATOR) There's a lot of noise out there. Especially these days. Market trends and economic data from headlines can be confusing and misleading.

(ON SCREEN) The graph morphs into a bunch of lines flying everywhere. Very confusing.

(NARRATOR) An advisor can help you filter out the noise and focus on your goals.

(ON SCREEN) All the arrows converge into one green arrow. The green arrow morphs into a smooth line graph representing a growing investment.

(NARRATOR) Speak to your advisor about your financial plan for the future today.



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