



# Practice Made (More) Perfect: Transforming a Financial Advisory Practice Into a Business

*Mark C. Tibergien, Rebecca Pomeroy*

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A revised and expanded look at how to thrive and prosper in the financial advisory business

A new and revised edition of the eye-opening, no-nonsense handbook on managing and growing a financial-advisory business, "Practice Made (More) Perfect" is packed with industry insight and practical ideas that every leader and manager within a financial advisory practice needs to know in order to get the most out of their business. Regardless of how little time is available or how seriously challenged a firm may be, this book contains the information that can help. The principles of sound management apply to firms of all types, and the tools provided in this book are guaranteed to be applicable under practically any circumstances. Written by industry expert Mark Tibergien, one of the "25 Most Influential" people in the financial services industry A new edition of a bestselling Bloomberg title Includes fresh insight on recent topics, including how advisors responded during the latest meltdown, the implications of the aging advisory profession, the challenges of attracting and keeping both clients and staff, the role of organizational design in a growing business, recent changes in compensation planning and implementation, and key information on leadership and management in today's financial world

Many financial advisers run their businesses as if acquiring more clients will solve any and all problems, but without a strategic framework, more clients just lead to more demands and less time to meet them. The truly successful firm will build strategy, structure, and processes that will ultimately translate into increased profits, cash flow, and transferable value.

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