CAREER INSIGHTS:
REGISTERED INVESTMENT ADVISOR (RIA)

Rajesh Krishnamoorthy
Non-Executive Vice Chairman
iFAST India Holdings Pte. Ltd., Singapore

Date: Thursday, 5 November 2020
Time: 5:30 – 6:30 p.m. IST

CFA Institute

Charting the Course

Nov 2020

Skin in the Game

Best in class digital platform | Empowers Advisers across Asia
Singapore | Hong Kong | Malaysia | India | China
Group Assets Under Administration: **INR 51387 crores**
Integrity | Innovation | Transparency

LISTED

iFAST Corp (SGX: AIY) has been **listed on the Singapore Exchange Mainboard** since **December 2014**

AWARDED

iFAST Financial Pte Ltd (Singapore)received the **“Fastest Growing SGX-ST Member 2019” award for the second year in a row**.

PRESENCE

Founded and **headquartered in Singapore in 2000**, iFAST Corp is **present in 5 markets across Asia**

OFFERINGS

The iFAST Group provides access to over **10,000 investment products and services**

A look at the unusual!

- Internationalisation-at-home[1]
- Patricia, Zika, Irma, Florence, Dorian, _____ ?
- Lock, Unlock, Lock, _____ ?
- Temporary yet indefinite!

1. https://headfoundation.org/wp-content/uploads/2020/10/HESB-9_2020.pdf

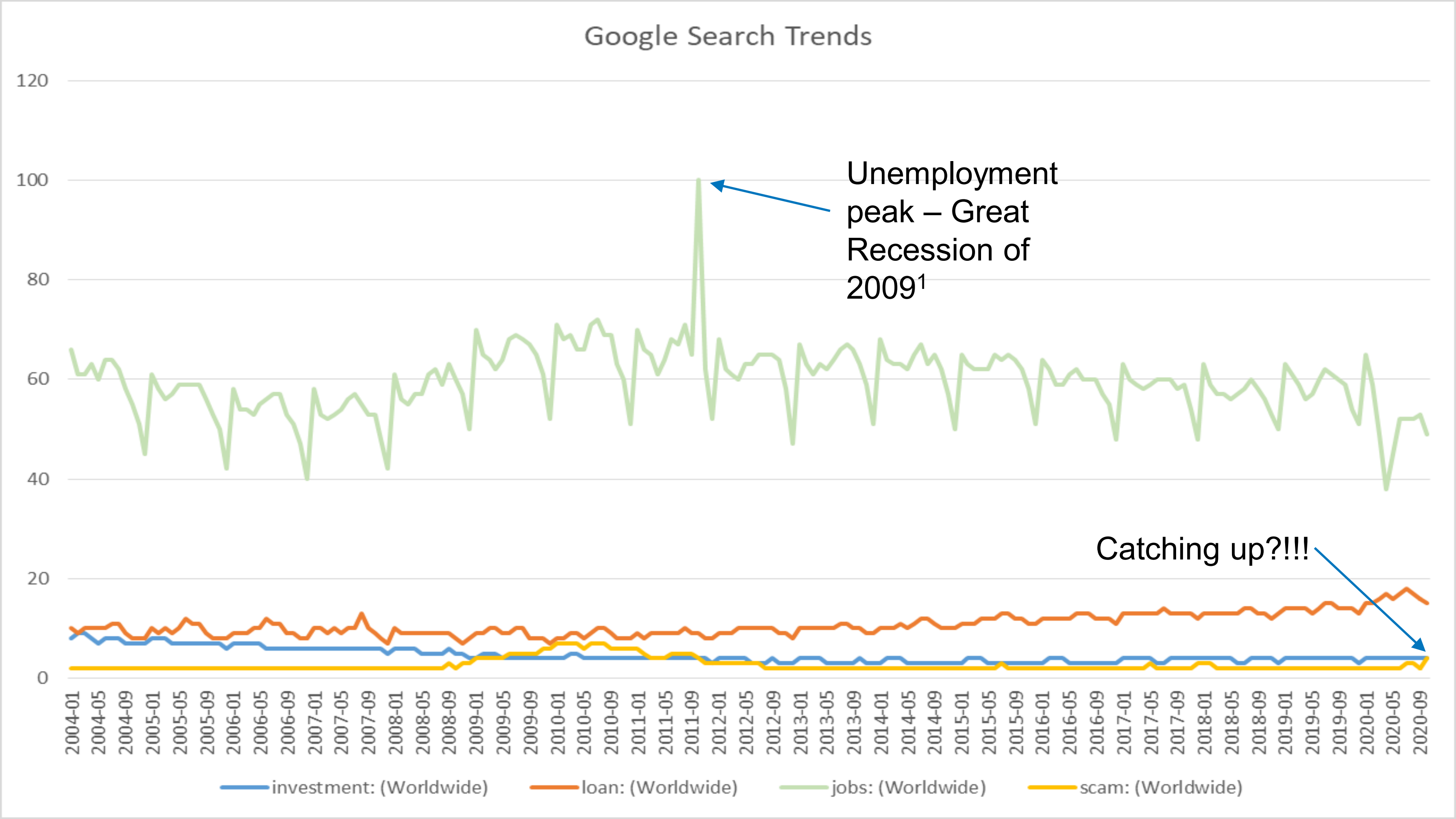
Generic to any crisis….

1. Displacement of people and other resources

2. Disruption in supply chain

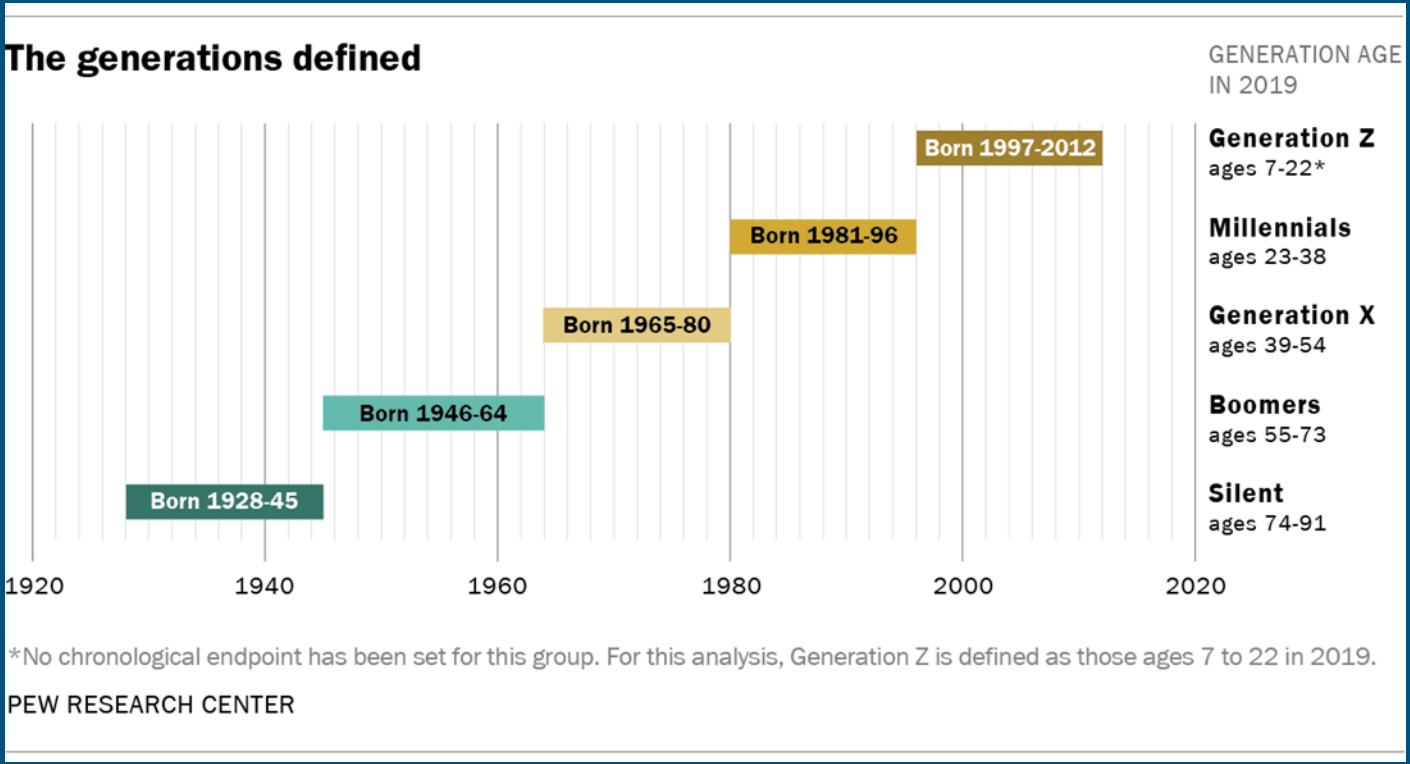
3. Financial stress at both organizational and employee level

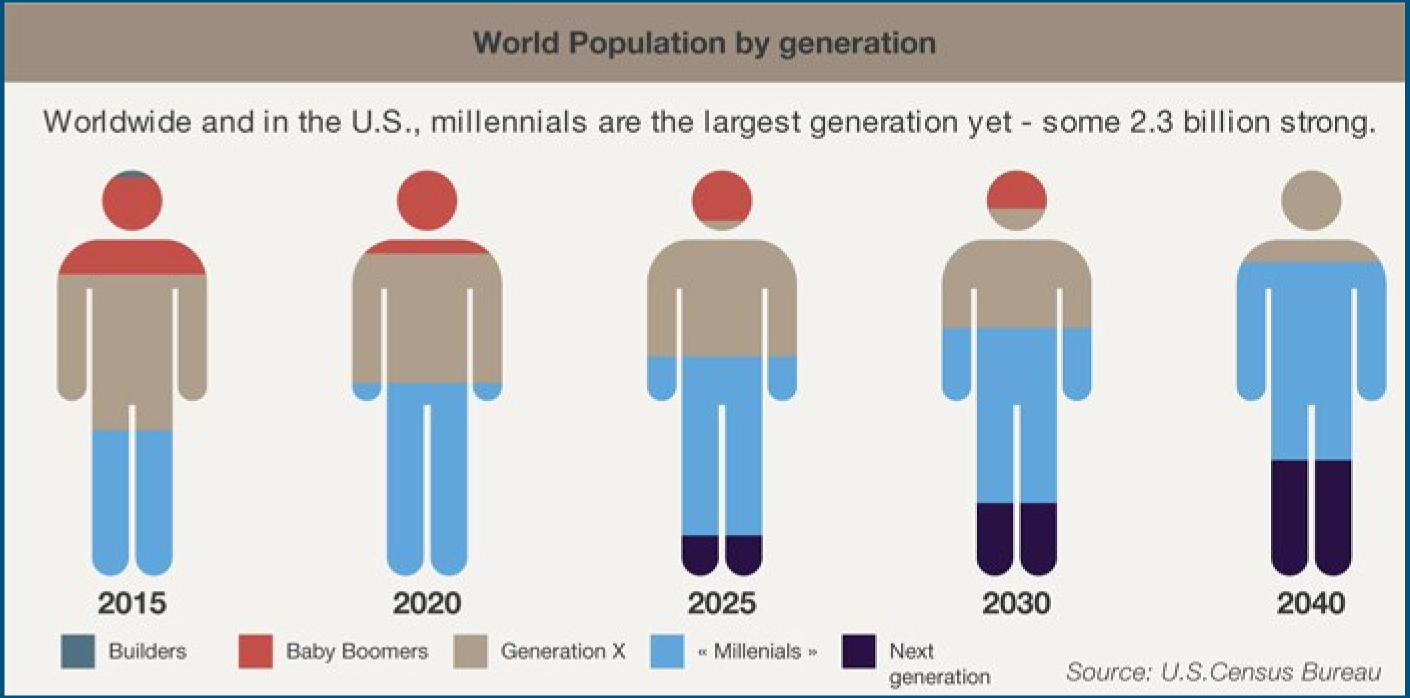
4. Psychological impact on humans

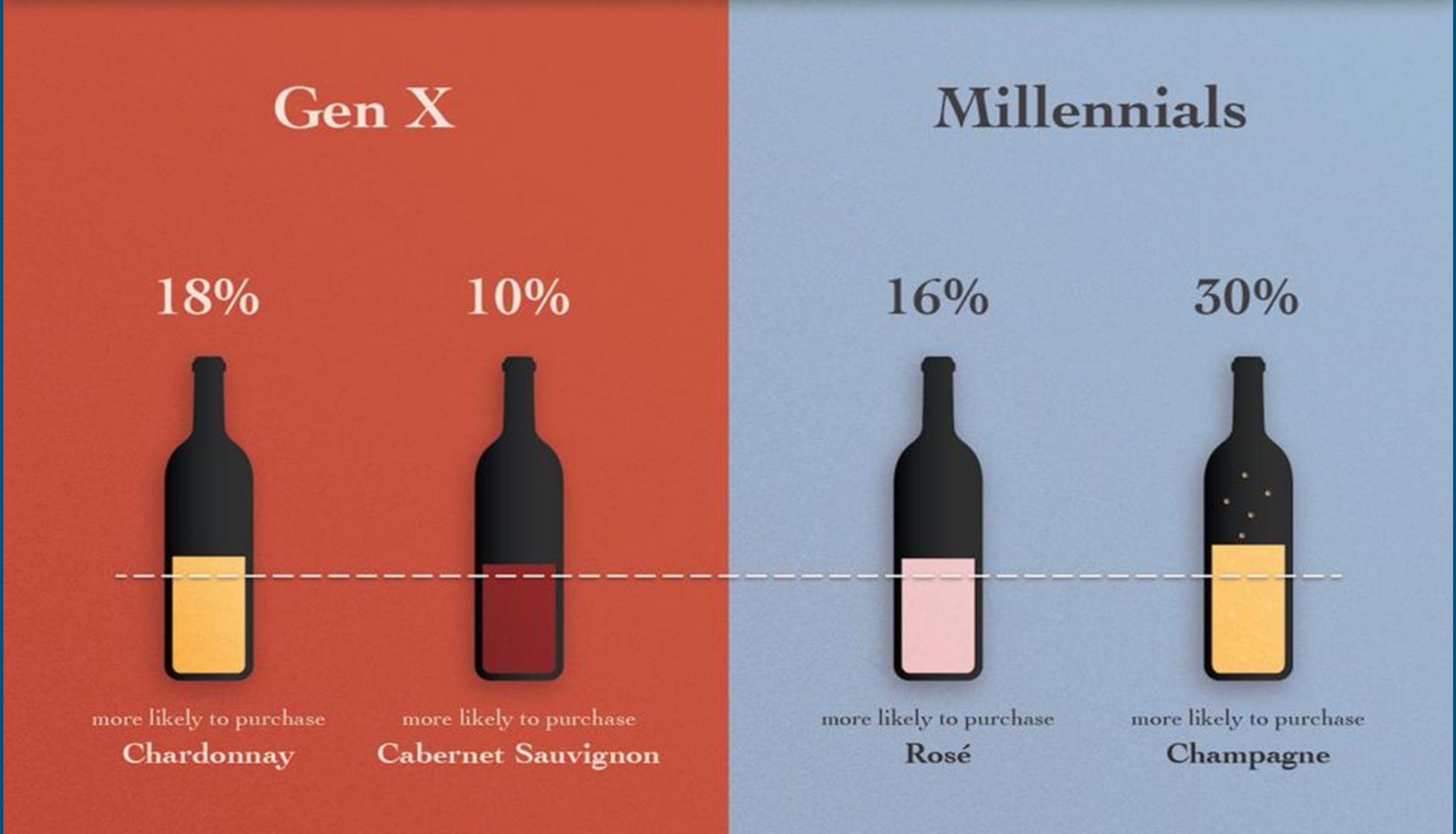


1. https://www.brookings.edu/wp-content/uploads/2011/09/2011b_bpea_elsby.pdf


CAGLECARTOONS.COM
GARY@GARYMCCOY.ORG
I'M ALL READY FOR SCHOOL... NEW SHOES BACKPACK, LAPTOP...
I'M ALL READY FOR SCHOOL... NEW FLAK JACKET... RIOT HELMET... PEPPER SPRAY...
TEACHERS' LOUNGE


The generations defined
GENERATION AGE IN 2019
Born 1997-2012
Generation Z
ages 7-22*
Born 1981-96
Millennials
ages 23-38
Born 1965-80
Generation X
ages 39-54
Born 1946-64
Boomers
ages 55-73
Born 1928-45
Silent
ages 74-91
1920
1940
1960
1980
2000
2020
*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.
PEW RESEARCH CENTER


World Population by generation
Worldwide and in the U.S., millennials are the largest generation yet - some 2.3 billion strong.
2015
2020
2025
2030
2040
Builders
Baby Boomers
Generation X
« Millenials »
Next generation
Source: U.S.Census Bureau

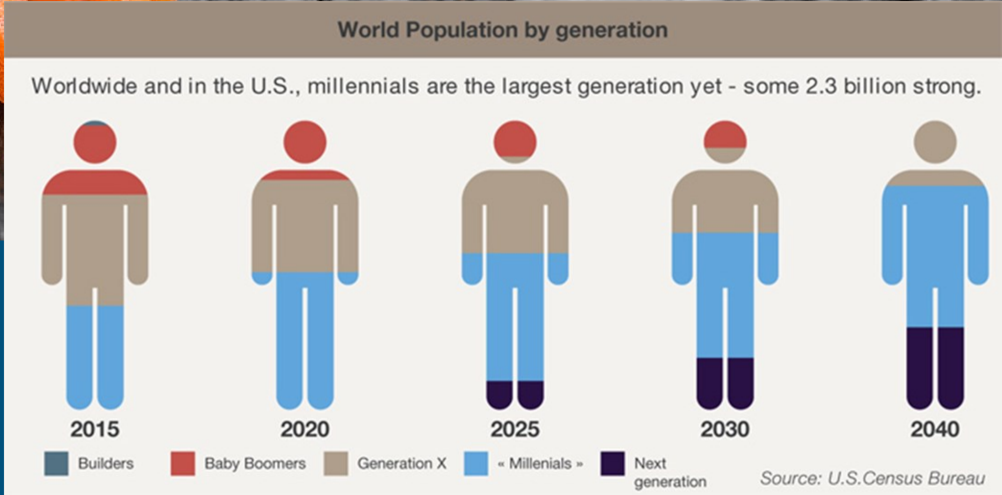


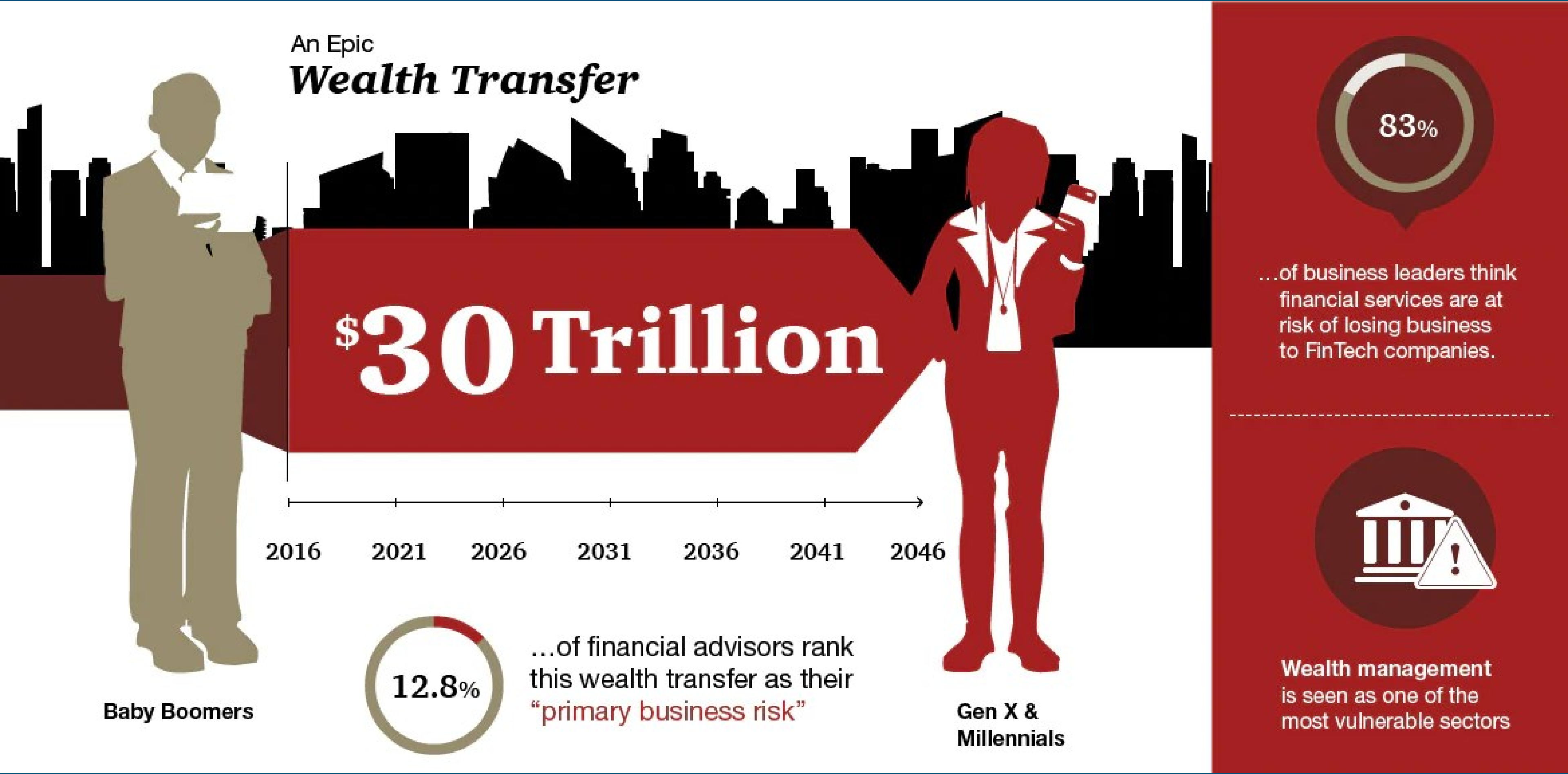
Gen X vs. Millennial Purchasing, August 2019, Courtesy: Wine Access

Alcohol consumption is injurious to health. Drink Responsibly!

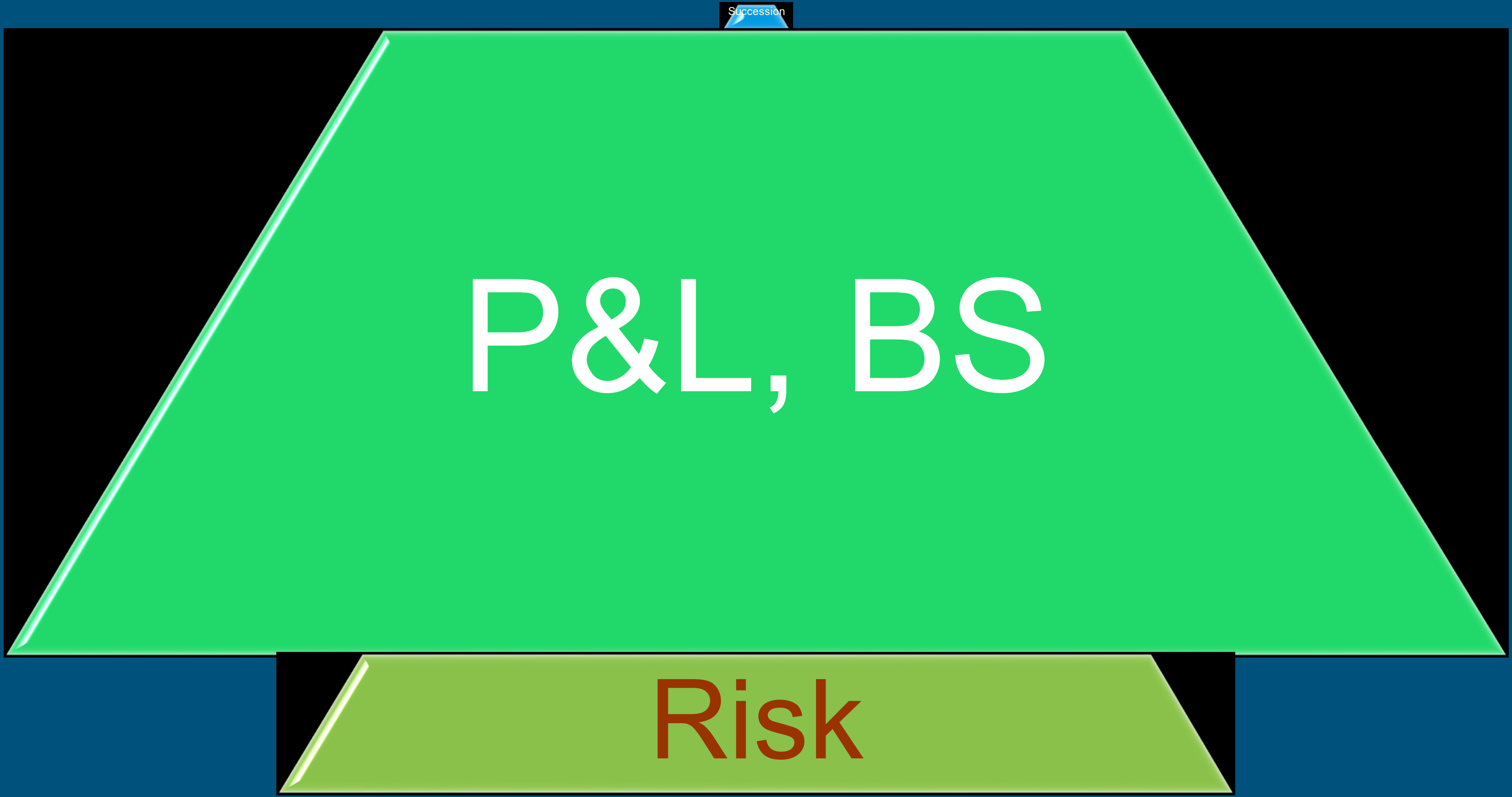
https://www.aesc.org

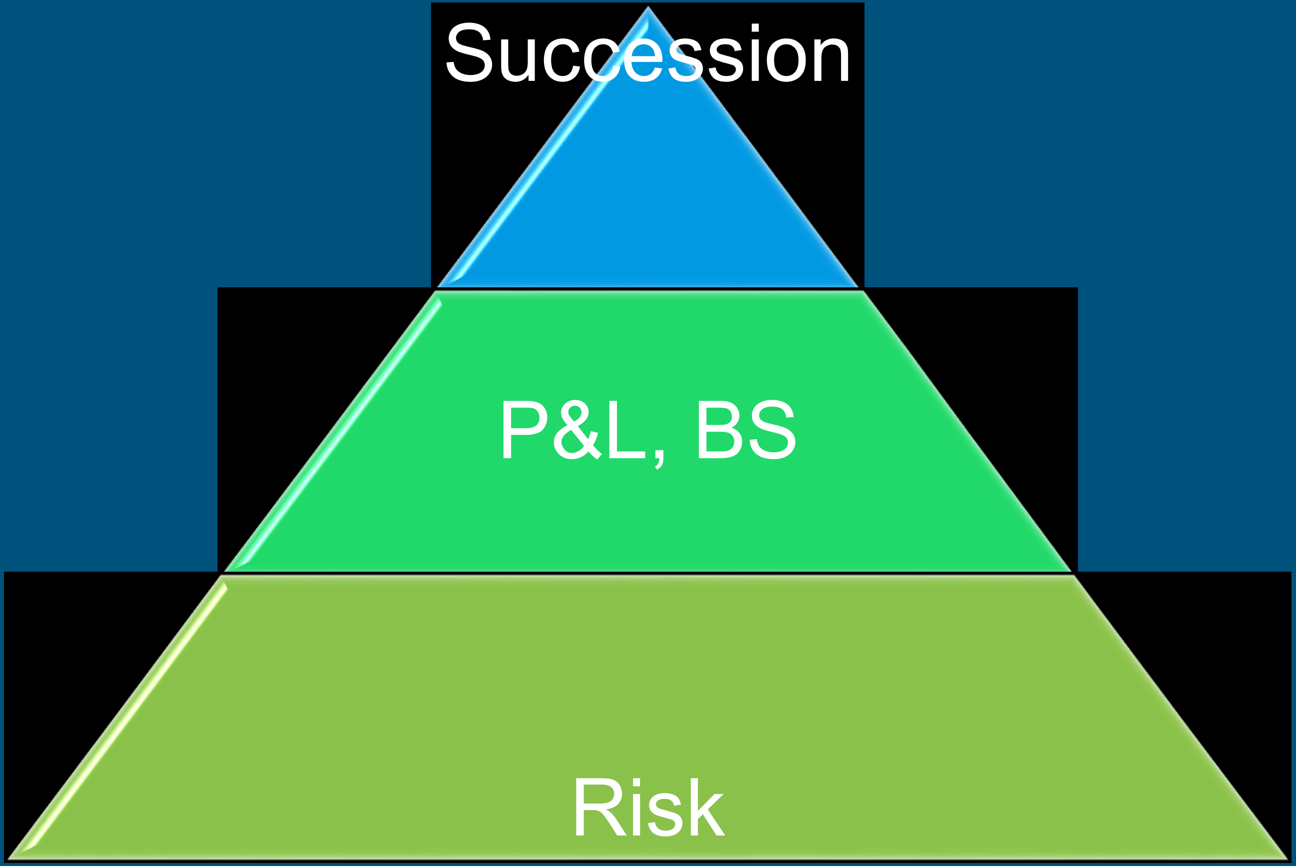
Greatest Common Factor





https://www.pwc.com/us/en/industries/financial-services/library/managing-millennial-money.html


Succession
P&L, BS
Risk


Succession
P&L, BS
Risk

Registered Investment Advisor 101

Financial Advisory Firm

- Directors
- Principal Officer
- CXO

Client facing team

Operations team

Acquiring team

Servicing team

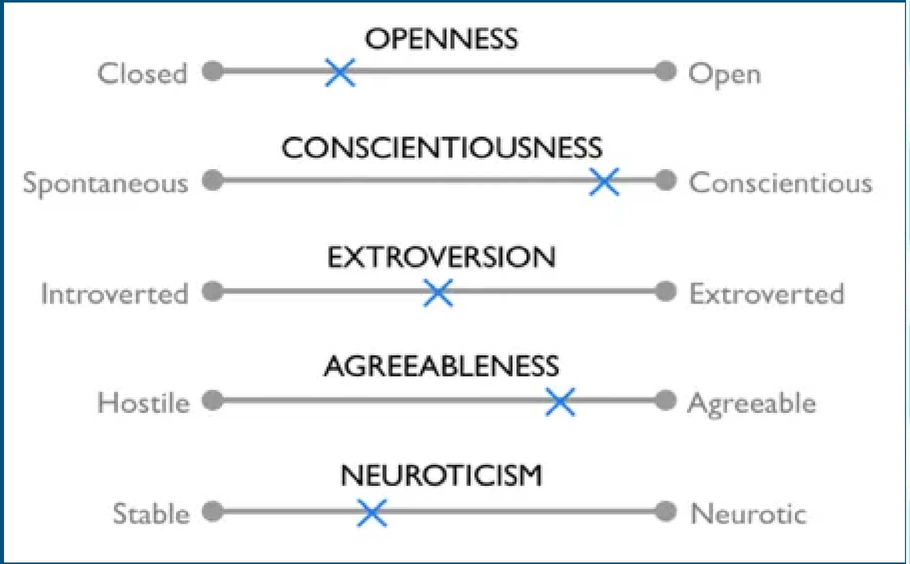
Support team

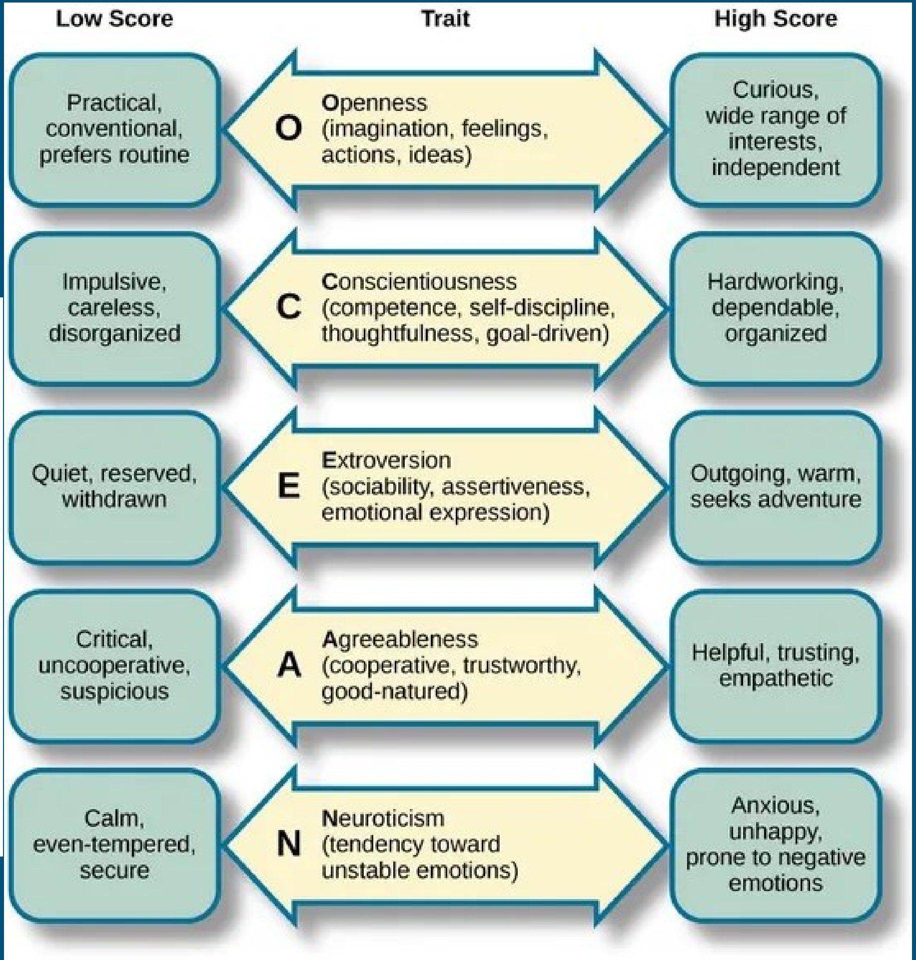
- Risk experts
- Cash flow experts
- Investment experts
- Taxation experts
- Legal experts
- Research analysts
- Product specialists
- Relationship managers
- Service managers
- Dealers

- Compliance managers
- Core operations
- Administration managers
- Advisor Recruitment
- Learning and Development

Is it Chutzpah? (no)

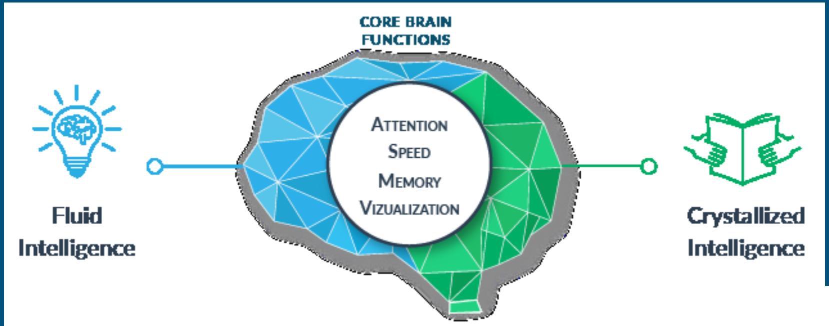
Big Five Personality Traits (OCEAN)

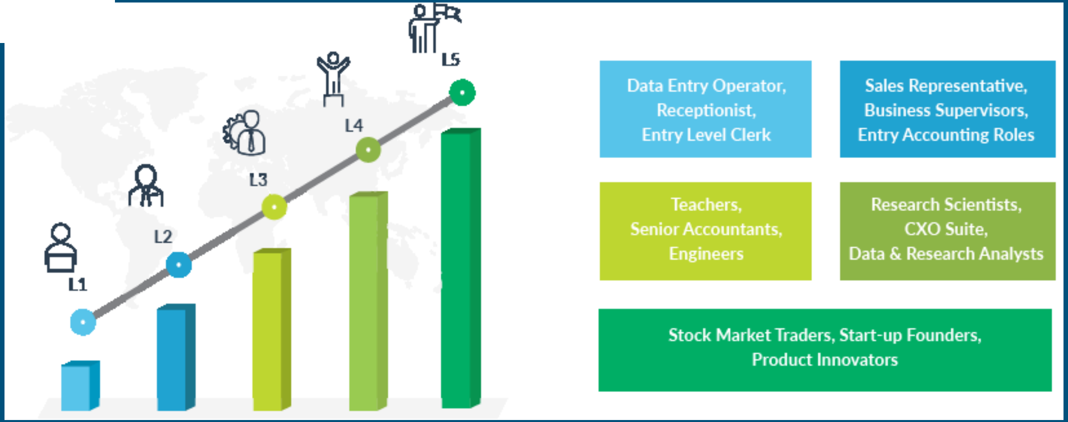




https://ipip.ori.org/

Aptitude and skill as well!



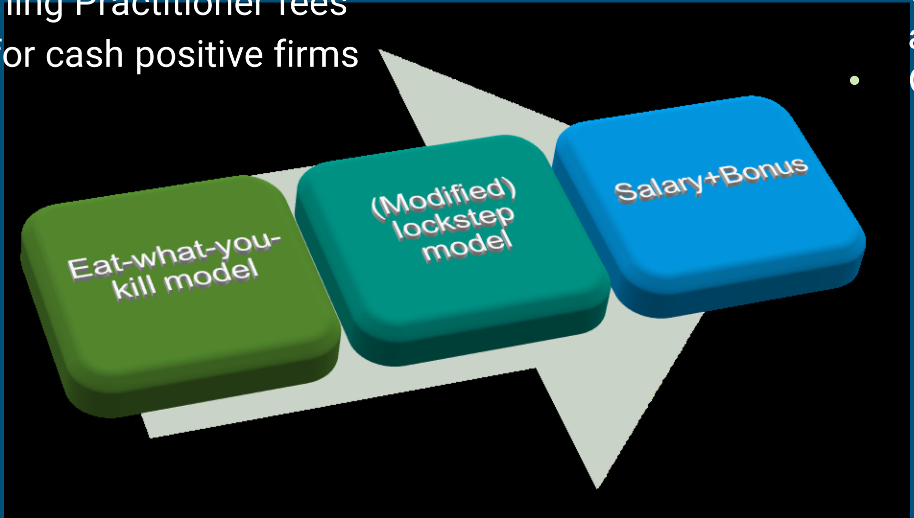


https://mettl.com/cognitive-tests-guide

RIA revenue and pay 101

- Fees from clients
- Referral income from service providers
- Product commissions
- Contingency Planning Practitioner fees
- Internal accruals for cash positive firms

- Fixed fee
- Retainer
- % of Assets
- Hourly fee
- Success fee
- Subscription
- Transaction based
- Combination of the above
- Concierge service



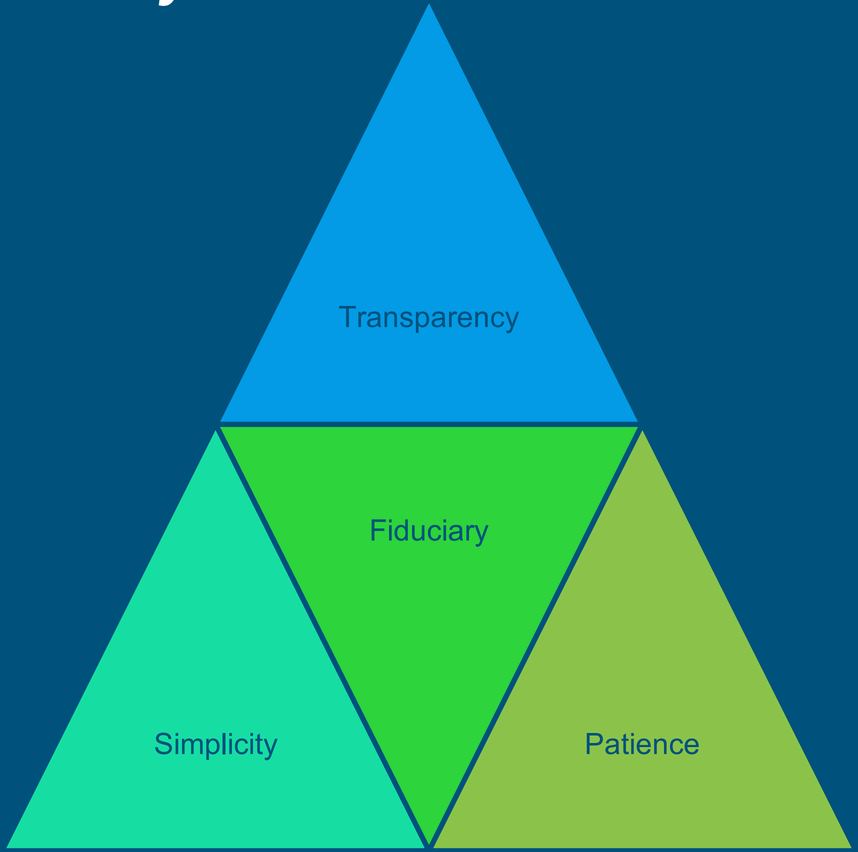
0%

What is my career path?

100%

Ask what the RIA Firm plans to do…
…then ask yourself, do you (want to) fit in?

Foundation for your future!



Future Proof your Practice

Things to do!

1. CFA Charter / Professional Qualification / Post Graduation Degree/Diploma
2. NISM XA, XB exam
3. Two years of minimum internship to advise clients
4. Five years total experience for your own license application

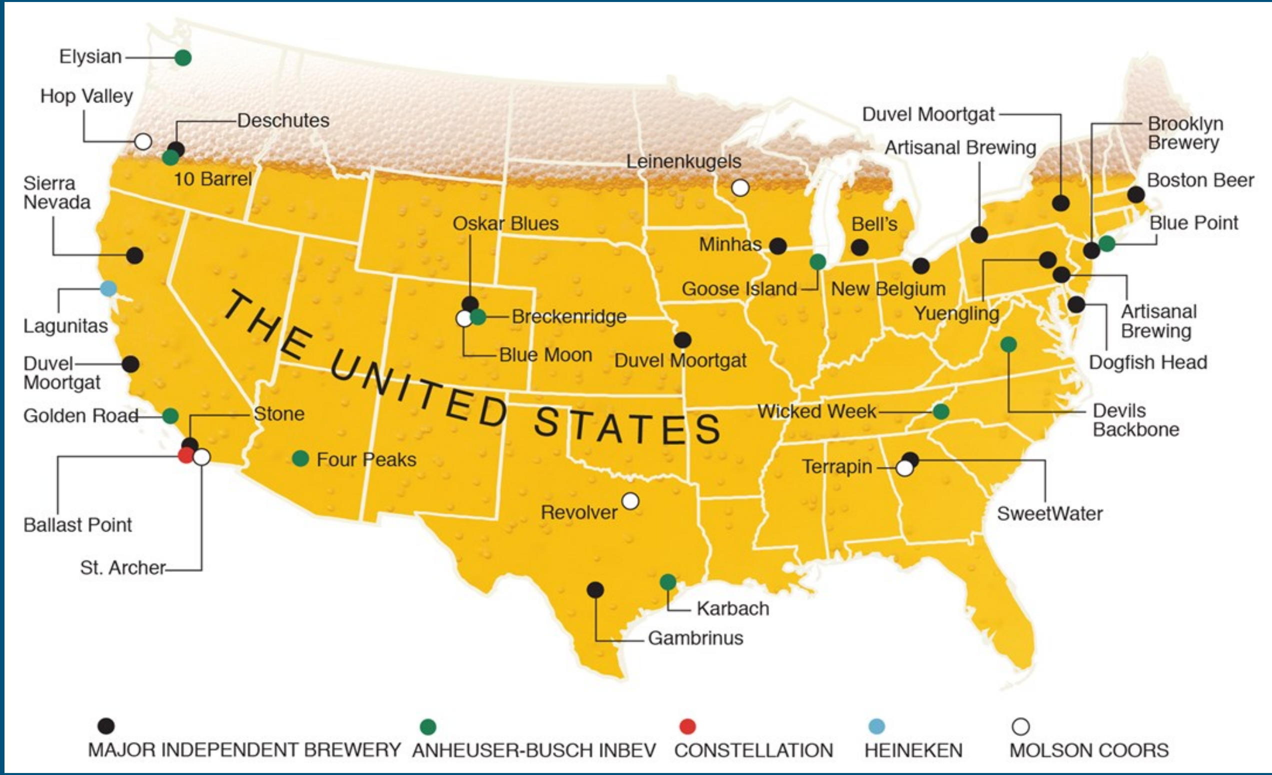
1 Join an RIA

2 Establish an RIA

3 Create a going concern

4 Mentor new RIAs

The BIG fall in love with the small!



Craft Beer: How Big Beverage Fell In Love With Small Batch Brews | Fortune

Alcohol consumption is injurious to health. Drink Responsibly!

The Road Ahead is governed by:

- ➔ Dynamic Wealth Patterns
- ➔ SEBI IA Regulations
- ➔ Pressure on TER
- ➔ FinTech Disruptors
- ➔ Falling Ticket Sizes
- ➔ Increased Client Awareness
- ➔ Need for customised wealth management
- ➔ Push for Global Investments

Are you in control?

The Road Ahead is governed by:

Your Choices

Act Today!

Think good thoughts,
say nice things,
do good for others.
Everything comes back.

Thank you!

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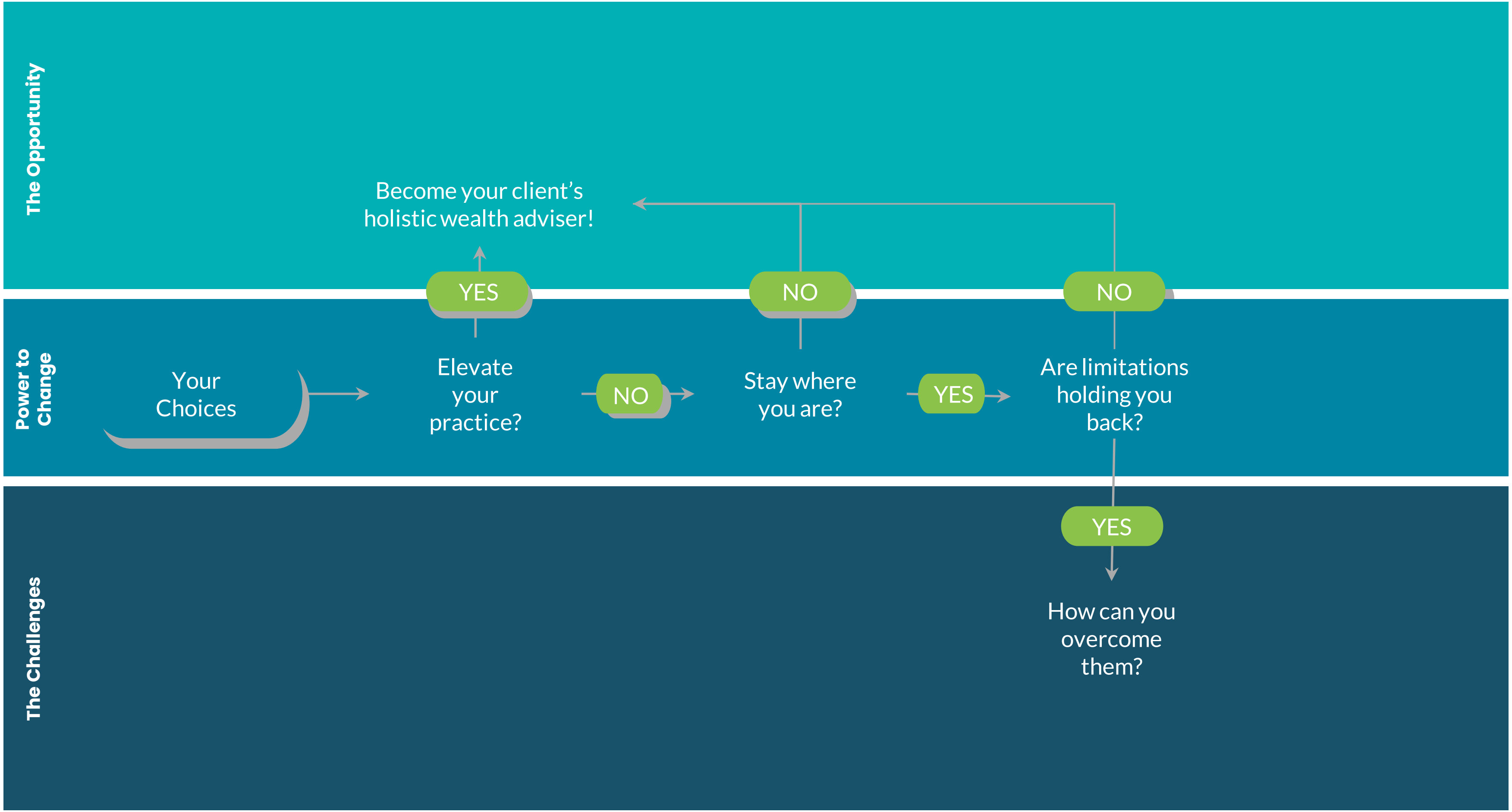
Annexures


The Opportunity
Power to Change
The Challenges
Your Choices
Elevate your practice?
YES
Become your client's holistic wealth adviser!
NO
Stay where you are?
NO
YES
Are limitations holding you back?
NO
YES
How can you overcome them?

Give your answer!

How do you help your clients fulfil their long term goals of wealth creation & transfer?

How does your practice compete with others?

Who after you for your clients?

What is your contingency plan for your business in case of unforeseen events?

How will you ensure continuity of income for your survivors?

Does your practice fetch you value?

Further reading

- https://www.pwc.com/us/en/industries/financial-services/library/managing-millennial-money.html
- https://www.strategyand.pwc.com/gx/en/insights/2016/sink-or-swim/sink-or-swim.pdf
- https://research-center.amundi.com/index.php/layout/set/popin/layout/set/popup/page/Article/2016/10/The-rise-of-the-Millennials-a-key-challenge-for-the-consumption-sector
- https://assets.ey.com/content/dam/ey-sites/ey-com/en_gl/topics/wealth-and-asset-management/wealth-asset-management-pdfs/ey-global-wealth-management-research-report-2019.pdf
- https://www.pgimindiamf.com/retirement-survey - download the retirement readiness report
- https://www.hubbis.com/article/what-lies-ahead-for-the-indian-wealth-management-industry
- https://www.kitces.com/blog/summer-reading-list-best-books-financial-advisors-must-read-2020-edition/ - subscribe
- https://www.bobveres.com/ - subscribe, download the free fee survey, 2020.