Edward Jones- Financial Advisor Internship

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Edward Jones®
MAKING SENSE OF INVESTING
Internship

- 10 week Program
- 3rd year in existence
- 2014: 1900 applicants for 200 positions
- Coordinated through Home Office out of St. Louis, Missouri
Internship Tasks Summary

- Observe Client Appointments
- Financial Advisor Presentations; Investing, Stock, Mutual Fund
- Inactive Client Campaign
- Branch Efficiency Campaign
- Firm Consolidation Campaign
- Five Star Client Campaign
- Plan Branch Seminar
- Community Survey
- Branch Support (Deposit Checks, Open new accts etc.)
- Complete a Business Plan
- Weekly Conference Calls w/ HQ and other interns
Inactive Client Campaign

- Inactive Clients - clients with no activity on their account within the last 4 months
- Contact with client was made to schedule an appointment for a “current Financial Assessment” and review their account
Branch Efficiency

- Branch Efficiency- services that Edward Jones offers to its clients in an attempt to cut cost and also be more transparent to its clients
  - On Line Account Access
  - E-Delivery of monthly statement
- Contact was made with clients to promote services
Firm Consolidation Campaign

- Firm Consolidation Campaign - transfer of retirement mutual funds held at the fund company by clients into Edward Jones
- Reason: The Financial Advisor is able to track the performance and contributions to any firm held asset. In contrast, any mutual fund held by the fund company can not be easily tracked.
Five Star Client Campaign

- Star System is based on services provided and discussed
- Four and Five star clients are considered deeply served
- Clients not considered “deeply served” were contacted
  - Ex) Financial Foundation Star- Required the Financial Advisor to know the clients Goals and Risk Tolerance as well as have a printed Portfolio all within the last two years
Branch Seminar

- Edward Jones Seminars “offer clear and practical financial education in a convenient and comfortable format”
- Branch Seminar Planning
  - Invitations: End of Summer BBQ featuring Scott Leonard of Lincoln Financial Group
  - Venue: Liberty Hall (City of Nacogdoches)
  - Cater: CC’s Smoke House
- ATTENDANCE: 23 clients and prospects
Community Survey

- Community Survey of 8 general questions were asked of Residences and Business owners of Nacogdoches
- Purpose: To observe how the intern conducts himself with the public
- Results:
  - 90 Completed Surveys
  - 50 Denied Surveys
  - 226 total doors knocked
Branch Support

- Deposit Checks
- Open/Close Accounts
- Financial Assessment of clients accounts
- Transfer Funds
- Retrieve Life Insurance Quotes/ Intent to Buy
- Re-allocated Annuities
- Placed trades on the market at the direction of my host Financial Advisor
Education/Experience

- Investment Presentation
  - 3 investment options: 1) Personal 2) Retirement 3) Insurance
- Stock Presentation
  - Risk, Dividends, Size, Past yields
- Mutual Fund Presentation
  - Past Yields, Allocation
- Observe Client Appointments
- Gain insight from multiple Financial Advisors w/ Edward Jones
Results/Accomplishments

- 52 Client Appointments Scheduled
- 350 total Contacts
- 16 New Accounts Opened
  - 10 Retirement Accounts (Traditional and Roth)
    - 2 ADVISORY Accounts (Edward Jones Fund)
  - 2 College Funds (529)
  - 2 Individual Accounts
- 3 Term Life Insurance Policies
- Host Financial Advisor- “Best month this year thanks to your efforts”
Academic Preparation

- **AGEC 435- Personal Financial Planning**
  - Insurance Products; Life Insurance, Long Term Care Insurance, Disability Insurance, Annuities
  - Diversification (ADVISORY SOLUTIONS)
  - Mutual Funds
  - Bonds
  - Risk Levels
  - Fund Allocations
Wish I had...

- **AGEC 315 - Agricultural Sales**
  - Sale yourself - A large part of being a Financial Advisor is selling yourself. You must be able to gain clients TRUST!!!
What’s Happening Now?

• Applying to the Financial Advisor Career Development Program (Edward Jones)
  ○ 9 month training program
    ▪ 2 months are spent at home in studying for license tests
    ▪ 7 months spent in St. Louis, Missouri
  ▪ Selection Process
    ○ 1) Business Plan (Completed During Internship)
    ○ 2) Interview w/ FA
    ○ 3) Interview w/ Recruiter
    ○ 4) Day in the Life Assessment

• Brokerage Clerk (PT) – Prosperity