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## **SEI Survey: Increasing Referrals, Efficiency Top Advisor New Year's Resolutions**

### **Most Advisors Cautiously Optimistic for 2014, Point to Market Pullback as Biggest Concern**

OAKS, PA -- (Marketwired) -- 12/16/13 -- With most advisors feeling optimistic heading into 2014, increasing referrals and efficiency top their lists of New Year's resolutions, according to a survey released today by [SEI](#) (NASDAQ: SEIC). In fact when asked to pick their top five resolutions for 2014, increase referrals from current clients was the top choice, picked by 85 percent of advisors polled, followed by systematize internal processes to increase efficiency (67 percent) and integrate technology to increase efficiency (59 percent). SEI's survey also revealed that the overwhelming majority of advisors are optimistic about 2014 with more than two-thirds of respondents describing their mindsets as cautiously optimistic while another 18 percent said they were excited. The survey was completed by more than 800 financial advisors.

"2013 was a very good year for many advisor firms and the resolutions show they are thinking about building on their successes," said [John Anderson](#) Head of Practice Management, [SEI Advisor Network](#). "I think it is great to see that while still focusing on growth (mostly via referrals) advisors are looking to make their offices more efficient and better organized allowing them to run a better business. Increased gross revenue and lower expenses should lead to a better 2014 for all. I hope they keep those resolutions."

When asked to predict where the Dow Jones Industrial Average will be a year from now, the overwhelming majority of advisors polled (87 percent) believe it will be higher than it is today. More than half of respondents (55 percent) predict it will be between 16,500 and 17,500, while 21 percent predict the Dow will be between 16,000 and 16,500. Ten percent of advisors polled predict it will be above 17,500, while only 13 percent believe it will be below 16,000.

In addition to those named above, the top resolutions identified by advisors included: meet new centers of influence (59 percent), be more selective of new clients for fit (48 percent), and find more prospects through social media (31 percent).

While advisors generally expressed optimism heading into the new year, just under half of those polled (41 percent) said a market pullback was their biggest concern going into 2014, followed by tapering (24 percent) and tax increases (15 percent).

#### ***About The SEI Advisor Network***

The SEI Advisor Network provides financial advisors with turnkey wealth management services through outsourced investment strategies, administration and technology platforms, and practice management programs. It is through these services that SEI helps advisors save time, grow revenues, and differentiate themselves in the market. With a history of financial strength, stability, and transparency, the SEI Advisor Network has been serving the independent financial advisor market for more than 20 years, has over 5,400 advisors who work with SEI, and \$39 billion in advisors' assets under management (as of September 30, 2013). The SEI Advisor Network is a strategic business unit of SEI. For more information, visit [www.seic.com/advisors](http://www.seic.com/advisors).

#### ***About SEI***

SEI (NASDAQ: SEIC) is a leading global provider of investment processing, fund processing, and investment management business outsourcing solutions that help corporations, financial institutions, financial advisors, and ultra-high-net-worth families create and manage wealth. As of September 30, 2013, through its subsidiaries and partnerships in which the company has a significant interest, SEI manages or administers \$529 billion in mutual fund and pooled or separately managed assets, including \$219 billion in assets under management and \$310 billion in client assets under administration. For more information, visit [www.seic.com](http://www.seic.com).

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