

# Why use MyRepChat as an Advisor?

## REASON 1

### CLIENTS WANT YOU TO

- **89% of consumers want to use messaging** to communicate with businesses.<sup>1</sup>
- People **prefer text** most for scheduling or changing appointments, and making or confirming reservations.<sup>2</sup>
- Messaging is the **#1 preferred** customer support channel in the U.S.<sup>1</sup>

## REASON 2

### PROSPECTS WANT YOU TO

- **90% of leads prefer to be texted**, compared to called.<sup>3</sup>
- Response rates from text are **209% higher** than those from phone calls.<sup>3</sup>
- Texting in the sales process with a qualified lead can **increase conversions over 100%**.<sup>4</sup>

## REASON 3

### THE VALUE OF YOUR PRACTICE DEPENDS ON IT

- **66%** of children fire their parents' financial adviser after they receive an inheritance.<sup>5</sup>
- Advisers need to **find creative ways** to continue the conversation about goals and the motivations for reaching them.<sup>6</sup>
- **Lack of communication** is the number one reason people change financial advisors, performance is at the bottom of the list.<sup>7</sup>

### CONNECT WITH US TO LEARN MORE TODAY!

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[www.MyRepChat.com](http://www.MyRepChat.com)

1 Twilio

2 Harris

3 FranchiseHelp

4 Velocify

5 <http://www.investmentnews.com/section/data>

6 <http://www.investmentnews.com/article/20150518/FREE/150519918/advisers-clients-want-even-more-of-the-human-touch>

7 <http://firemyadvisor.com/7-reasons-investors-leave-advisors/>