

3 ways to leverage *market research* against volatility



The ability to talk confidently with clients about shifting market dynamics separates great advisors from good ones. Here are three ways to better leverage expert research.



Deeper perspective

Take the conversation further by helping clients understand the unique forces causing today's volatility. Research deepens your perspective and your clients' so you can optimize performance relative to current conditions.



Speed to market

With the right systems in your corner, you can deliver a steady drumbeat of timely, actionable market intelligence. Offering greater speed and responsiveness is a great way to stand out from the competition.



Better prepared

In a volatile market, risk is the first thing most clients and prospects want to talk about. Address both challenges *and* opportunities by using timely research to connect with clients, spark conversation and demonstrate value.

Learn more about the research, resources and support Ameriprise can offer you.

Visit joinameriprise.com/research.

Ameriprise Financial Services, Inc., is an Equal Opportunity Employer.
Ameriprise Financial Services, Inc. Member FINRA and SIPC.
© 2018 Ameriprise Financial, Inc. All rights reserved.

Ameriprise
Financial



Be Brilliant.®