

What's on tap?

by JP Frohling, Managing Partner, Ethos Partners
www.ethospartners.co.uk



More Open Goal Ideas for How to Make Your Numbers this Year

Consider your customer's personal balance sheet like a bar. Many different types of assets all from which flow streams of income. Some gush, some trickle. Some are steady. Some are not. But cash/value flows from them nonetheless

Now consider the life, pensions, wealth, and savings companies like customers in this bar. The majority of these customers typically go to only one or two taps (workplace pensions, ISAs). It's crowded here. They need to fight their way in. It's

common practice to try to steal other customers' drinks (pensions churn; luring away ISA, SIPP balances). They try to make the most of 2:1 happy hours—more crowds (pension consolidation). Everyone's going for the big prize on Quiz Night (lump sums!)-- but competition is fierce, the size of the purse varies and the odds of winning are not great.

Why not go to some of the other, less crowded taps?

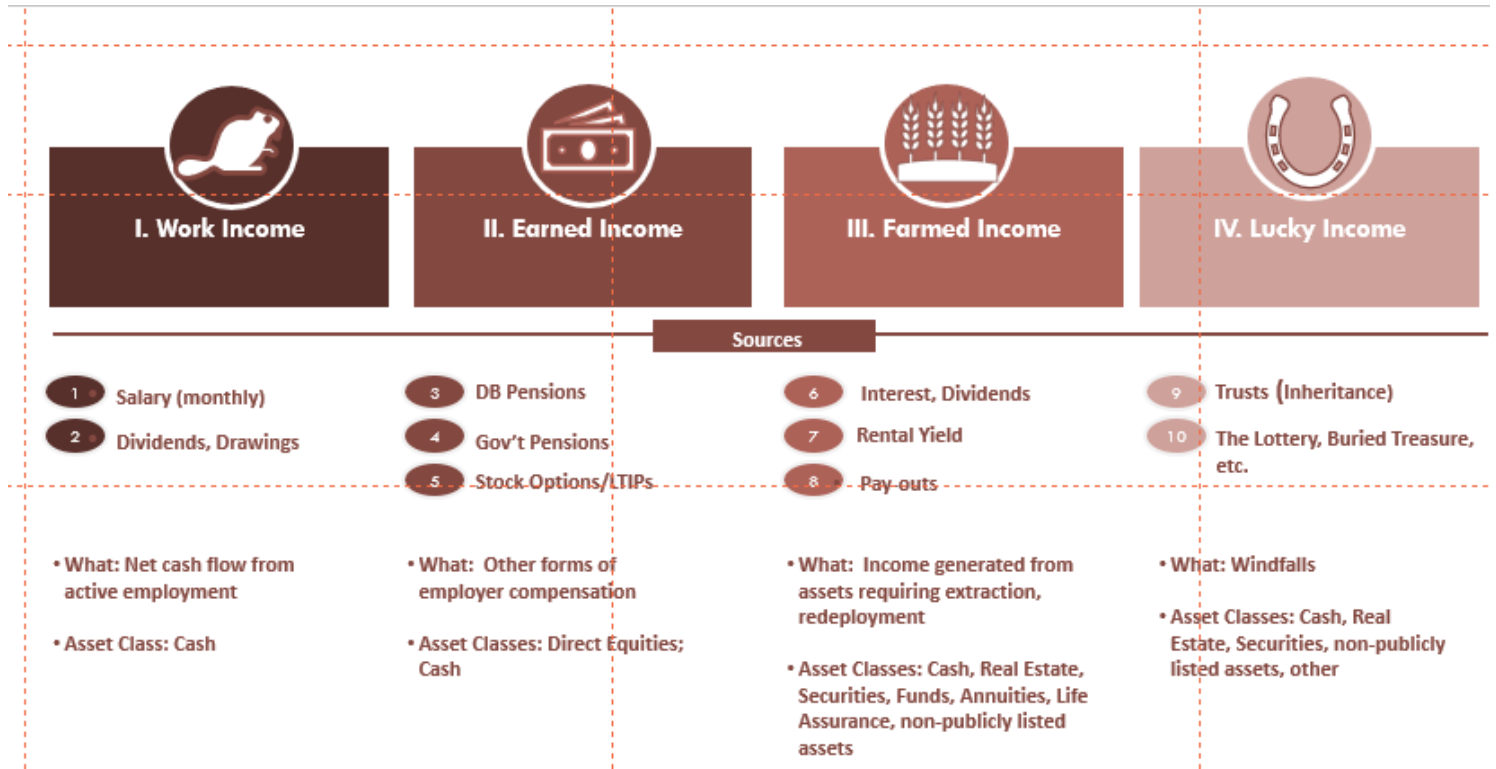


CONTACT

www.ethospartners.co.uk | www.trimstone.com | www.solveitogether.co.uk
jpfrhling@ethosmanagementconsulting.com | LinkedIn: J Penny Frohling

What's on tap?

Here's a way of looking at different types of income flows and their sources (assets) the way a customer might:



There's a lot of variety in customers' personal balance sheets and many different types of flows to tap. The majority of the life, wealth, investment and savings company businesses are built primarily around Work Income. However, Earned Income and Farmed Income come from substantial asset pools that can create significant wealth as well as generate larger and

more consistent flows than those from monthly savings. These are not exclusive to the affluent or high net worth. Customers need help managing them. They offer some amazing opportunities to launch some really innovative propositions that deliver significant value to consumers. And the opportunity to hang out in a less crowded space at the bar.

