

# ATLANTA BUSINESS CHRONICLE

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FINANCIAL QUARTERLY/COMMUNITY BANKS

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## SOUND OFF

1. What is the biggest challenge facing wealth management professionals in today's economic environment?
2. In what ways are wealth managers working to retain skittish clients and attract new ones?
3. How are advisers helping investors protect themselves from extreme risk?

Atlanta wealth management professionals discuss the challenges facing their industry.



### Matthew Eads

Portfolio manager,  
Eads & Heald  
Investment Counsel

**Challenge:** The challenge is helping clients understand sound strategies should be maintained and market gloom represents opportunity for long-term success. While many people often succumb to the emotions of the market, investment professionals have to work with clients to offset these psychological tendencies.

**Retain:** We have made extra efforts to remain in touch with clients. Communicating and establishing trust are key. Clients have faith in time-tested strategies. When a firm has a strategy that has worked in the past, and clients understand the process and the results it has created, retention is less of a problem.

**Protect:** One must own a minimum number of stocks in order to be considered well-diversified. One must have a basket of stocks which represent the various economic industry sectors. Conversely, one can also be over-diversified, which can cloud a strategy and result in absolutely mediocre performance, or worse.