

Merrill Lynch Financial Advisor

Job Description

An entry level position with an established Financial Advisory and Wealth Management Team at Merrill Lynch with a career track to becoming a Merrill Lynch Financial Advisor.

The Team Financial Advisor (TFA) role is a specific functional role aligned to a Financial Advisor (FA) team for the purpose of concentrating on a targeted aspect of the Team's practice. The primary focus of the TFA Business Development role is to assist in defining and executing the team's client acquisition plan, execute on the plan through client acquisition activities, and track towards the FA Team's client acquisition goals. In addition, the TFA will service a segment of the team's client base.

Key Responsibilities

- Understand all aspects of an optimal practice and complete the training and development needed to prepare for a successful career as a Financial Advisor
- Identify and establish target niche client segments and establish a strong reputation within those markets and the designations to support the practice's specialization
- Maintain a well-developed and clear team marketing plan that includes a well-defined value proposition designed to attract target client segment, and marketing materials that support this strategy
- Ensure the team's practice develops and maintains a clear brand within the chosen market
- Maintain a detailed client acquisition plan that keeps the practice engaged in consistent prospecting activities to meet specific goals around activity levels and success
- Establish client acquisition targets, develop proposals, and track success toward these goals
- Track and review progress on leads proactively and regularly
- Identify leads and referrals through specific methods that work for your practice (e.g. sourcing and asking for personal introductions, intimate events, strategic networking, referral alliances, targeted seminars)
- Organize and execute the team's client acquisition plan; through hosting intimate events and/or targeted seminars, strategic networking, identifying and coordinating referral alliances, and/or sourcing and asking for personal introductions
- Manage the client acquisition pipeline utilizing an identified pipeline management system, including profile information, next steps and timelines
- Establish and maintain relationship with the management team and inform them of any circumstances that require supervisory attention/review/approval per compliance guidelines and policies
- Complete required training, obtain industry licenses (Series 7 & 66), master assessments, maintain continuing education requirements and meet minimum performance standards. Obtain the Certified Financial Planner (CFP) designation within two years.
- Source prospective clients, capitalize on referrals and assess customer needs
- Deliver highly customized solutions and through collaboration deliver the full resources of Bank of America Merrill Lynch

This position may be subject to SAFE Act registration requirements. Pursuant to the SAFE Act requirements, all employees engaged in residential loan mortgage originations must register with the federal registry system and remain in good standing. If your position requires SAFE Act registration, you will be required to register and to submit to the required SAFE Act background check and registration process. Failure to obtain and/or maintain SAFE Act registration may result in your immediate termination.

Qualifications:

- Proven ability to engage with and influence others
- Exceptional interpersonal and relationship building skills
- Effective communication skills (written and verbal)
- Confident and engaging presence
- Proven ability to quickly build trust and credibility
- Proven ability to assess needs of clients and recommend appropriate solutions/interventions
- Proven ability to work collaboratively on a team and with key partners
- Proven ability to listen and probe for clarity and understanding
- Goal and results oriented

- Ability to source clients through prospecting and networking
- Ability to work in an environment where the majority of your compensation is tied to your performance
- Strong follow-through skills
- Computer/technical literacy and proficiency in Microsoft Word, PowerPoint, Excel

Contact:

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