

THE WHEEL IS STILL ROUND

Athan Vorilas, CLU, CMFC, CLTC

President, CEO Lighthouse Financial Network



Powered by GAMA INTERNATIONAL

LEADERSHIP TO OUTPERFORM

ATHAN VORILAS 1987



Athan Vorilas, CLU CMFC, CLTC

1987	Started career in 1987 with Prudential the second largest insurance company in the in USA and was a top performing advisor from year one.
1991	Promoted to Manager Recognized in the Top 10 out of 250 (first 4 years)
1999	Promoted to Managing Director, Prudential NY Agency which was GAMA “Gold Agency” and grew it to a GAMA “Masters Agency” in 2005/2006 (Top 100 in the world)
2007	Prudential’s #1 Life Insurance Agency

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2008	<ul style="list-style-type: none">Started Lighthouse Financial Network, LLC a member of the John Hancock Financial NetworkBegan with a “net” number of 13 advisors and currently projected to 72 advisors in 2015.\$2,933,347 in Firm Gross Revenue/CommissionsGAMA “Gold Agency”
2012	GAMA “Diamond Agency”
2015	\$9,000,000 PLUS in Firm projected Gross Revenue/Commissions

ATHAN VORILAS 2015



Industry Involvement



2003	<ul style="list-style-type: none">▪ GAMA Foundation for Education and Research, Board of Trustees since 2003, Vice Chairman▪ GAMA, International Committee
2006	GAMA, LAMP Main Platform 2006, 3 time Workshop Presenter
...AND	<ul style="list-style-type: none">▪ Past-President, Long Island Society of Financial Services Professionals▪ Qualifying Member, Million Dollar Round Table▪ GAMA Featured Speaker, Greece, Philippines, Singapore, Hong Kong, Canada, and many domestic companies▪ Member, Swenson/Richards Study Group

Before we get started...

Are you willing to make a
CHANGE?

Get ready for...CHANGE

- Shock and Denial
- Anger
- Bargaining
- Depression
- Acceptance

Best Practices Utilized

- GAMA and the GAMA Foundation
- Study Groups
- Resource Partners
 - Richard Weylman
 - Hearsay Social

Systems for Success... Finding, Building and Keeping the Right People

- Commissioned The GAMA Foundation for Education + Research
- Studied high-performing field agencies' recruiting and selection practices.
- These studies are funded by field leaders such as yourselves and can cost over \$350,000 per study.



“Put First Things First”

Steven Covey, Author
Seven Habits of Highly Effective People

Selecting the Right Advisers

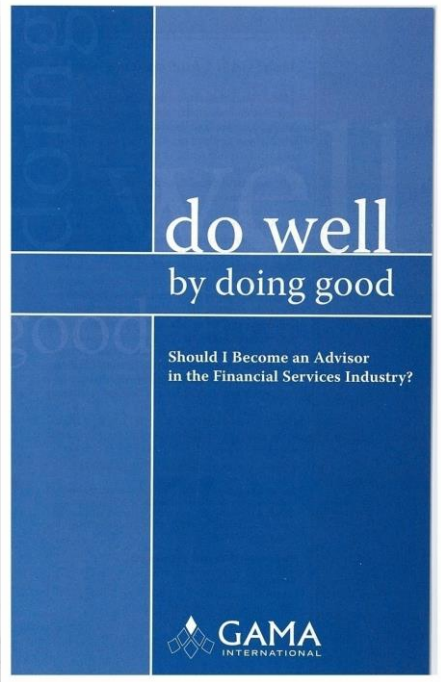
“It starts with hiring the ideal candidate...that’s why there is a retention problem. We have been less selective on the front end.”

– GAMA Foundation quote from a field leader

“When we get away from our profile and accept what we know we shouldn’t we make mistakes that cost us, our companies and our industry an enormous amount of money.”

– GAMA Foundation quote from Field Leader

Before you hire, ASK



- Why do you want to become a financial advisor?
- Are you ready to be a business owner?
- How will you build a clientele and network within your community?
- Do you believe in what financial advisors do?

What Differentiates Top Performers?

- Consider **integrity** to be the most important characteristic in their profile.
- Place a high priority on **personality** traits.
- Emphasize **interpersonal** skills
- Rarely make exceptions!

Tools to Assess Fit, Willingness and Ability

- Involve more people in the interview process, including the agency trainer.

Tools to Assess Fit, Willingness and Ability

Job Sampling

- Learning about products offered
- Market surveys
- Project 100/200/300 - Business 100/200
- Learning prospecting systems & techniques
- Target marketing & market plan development
- Learning scripts...Are they willing?

Candidate Profile and Overview

Create a “**well-defined**” candidate profile and use it to drive recruiting and selection efforts. Every firm is different and you need to engage your leadership to develop that profile!

- Actively manage, track and assess recruiting sources and systems on a regular and agency-wide basis. (SAM, Smart Office, etc)
- Develop an integrated selection process and use each tool to its maximum effectiveness.
- Inspect what you expect!!!

Keys to Recruiting & Selection

Four key areas distinguishing top-performing organizations

1. Maintaining high standards at all levels
2. Creating a candidate profile that focuses on both personality and interpersonal traits
3. Implementing a systematic process of recruiting and selection
4. Using a longer pre-contract period and requiring more job-sampling activities

Assessing Fit

- Successful leaders often like to simplify the process by implying that it's all about hiring the “RIGHT” people. Hire the right people and there's nothing you can do to make them fail. Hire the wrong people and nothing you can do will make them succeed.
- I call it **7-2-1**

Assessing Fit

- Require candidates to participate in activities to experience in all elements during selection
- Emphasize the negative elements of the career. Actively describe the negatives such as rejection, commissions, long hours, referral prospecting. Don't just sell the positives of the career.
- Require all Candidates to complete a prospecting activities such as a Project 200/Nominator and market surveys. **CHECK THEM.** I always do!
- Educate the spouse or family about the career. Involving them will help them to understand the expectations placed on the advisor.

Assessing Fit

- Articulate the agency/firm's culture and history. Do you have one?
- Top performing agencies require interviews with associates during the selection process
- In addition to the surprise of many low performing firms, top firms recommend candidates to compare multiple agencies as to confirm their fit and contrast the cultures and systems.

The Wind, the Trees, and the Leaves





THANK YOU

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