



## **TEN REASONS AGENTS SHOULD HAVE A WEB SITE**

### **1. Your clients expect it**

An increasing number of your clients and prospects are using the Internet on a daily basis. With over 70 percent of the U.S. population now online, you can't afford not to be. A few years ago, having a Web site was prestigious and indicated that an advisor used cutting-edge marketing techniques. Nowadays, it is becoming increasingly standard, and not having a Web site may reflect poorly on your business.

### **2. Your competitors have one**

If you don't have a Web site, you could lose clients and prospects to competitors who do. If all else is equal, the decision to go with you or your competitor could hinge on whether or not the prospect can conveniently find you on the Web. The Internet also levels the playing field for advisors. In fact, a well-designed Web site for a small financial planning practice or insurance agency can have the same presence and consumer impact on the Web as a large financial institution.

### **3. Enhance your image**

Enhance and improve your professional image with your domain name printed on business cards, stationery, and advertising material. Your own domain name ([www.yourcompany.com](http://www.yourcompany.com)) establishes a strong online brand identity and also allows you to set up email addresses specific to your own practice. A well-designed Web site is a great way of instilling confidence and reassuring clients that you are keeping up with the times.

### **4. Improved customer service**

Your Web site provides prospects and clients with a virtual contact point that is open 24 hours a day. It's also a way to keep your clients informed about upcoming events and seminars, as well as how new tax laws and legislation affect their personal finances. You can provide research and reports on particular investments that you recommend for client portfolios. If you're really progressive, you can provide clients with password-protected access that enables them to view their portfolio and statements online.

### **5. Enhance your marketing**

The amount of information you can present on a Web site far exceeds what you can do on a small budget with traditional advertising – and it's all in full color. Integrating an electronic newsletter with your Web site is an effective way to leverage your online presence. Most email newsletters contain several article summaries with links to the full article text on your Web site. Visitors who click the links to read the full story will be driven to your site and may be tempted to explore other sections of the site, providing an added opportunity for them to learn more about your product and service offerings.

### **6. Constant showcase**

Your Web site can provide a showcase of everything you and your practice have to offer, in one easy-to-navigate location. It's open 24 hours a day, seven days a week to clients and prospects alike.

## **7. Being anonymous**

A Web site affords the prospect anonymity and pressure-free site surfing. A prospect visiting your site can spend as much or as little time as they like there in order to decide whether they feel comfortable enough to follow up on your financial offerings.

## **8. Frequently asked questions**

The person who answers the telephone in your practice can tell you that their time is often spent answering the same questions over and over again. Posting these answers on your Web site will not only be more convenient for the client, but also means your staff can devote time to more pressing tasks.

## **9. Immediate feedback**

A Web site is a great way to get immediate feedback from your clients through client surveys, contact forms, and email.

## **10. Low-cost investment**

Whether it's a simple design that offers basic information about you and your practice or a fully functioning client service site, most everyone today can have a Web site built to their specifications at a reasonable cost. There are attractive options to be had for every budget. Your Web site serves as truly low-cost advertising. It is a marketing tool you will use again and again for years.

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