

"Cambridge in the Cyber-Age"

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The financial service industry is in the process of radical change. Five years from now the services you will expect and receive from your financial advisor will be very different from what you received five years ago. Cambridge Advisors are on the cutting edge of providing you, our clients, with the advice and support you need in the new Cyber-Age.

Now that virtually every household has access to the internet, the computer is the driving force of change in many parts of our society, especially in the financial services field. Clients used to rely on their advisors for information. Now all the information a client could want is accessible on the internet; indeed, so much information is available the issue is how to assimilate it rather than how to procure it.

Clients fall along a spectrum with 'Do-It-Yourselfers' at the left edge and 'Delegators' on the extreme right. 'Do-It-Yourselfers' tend to use Turbo Tax to do their own tax returns, read Money magazine for investment tips, and generally want to handle their own affairs. 'Delegators', at the other extreme, don't know and don't want to know about financial matters. They want someone else to handle everything. "Don't call me, just send me my check!" is their motto. In the middle of the spectrum are the 'Validators'. These often are people who are in transition from the 'Do-It-Yourselfers' stage. They want help, but don't want to turn everything over to someone else. They want a financial coach. This is the target market for Cambridge.

The Cambridge system is designed to help advisors educate their clients. Clients increasingly rely on their advisors for knowledge rather than information. Thus credentials are becoming increasingly more important than sales ability. The ability to know and understand tax law, financial principles and investment strategy, and then to select the appropriate current information and apply it to a client's situation is what we call a 'holistic financial approach'. This integrative process is rapidly becoming the standard of the industry.

One of the key values of Cambridge is to be 'Client-Driven'. This means we strive to tailor our services to what our clients want. To determine this, we rely on surveys and focus groups. At our Cambridge Gold Conference in June, participants in our focus groups provided us with terrific insight as to the direction we need to go in order to be the advisors of choice in the coming Cyber-Age.

As a result of their input, we have completely redesigned our web pages. While many individual Cambridge Advisors have their own home pages or websites, the Cambridge Advisors national organization provides a Master Website accessible to all Cambridge Clients across the country. On our 'Splash Page' at <http://www.cambridgeadvisors.com> two of the four sections are dedicated to the support and education of all Cambridge clients.

The 'Prospective Clients' section provides basic information for people shopping for a financial advisor.

The 'Current Clients' section takes you directly to the features of interest to you. This section of our website is password protected. The 'user name' and 'password' can be obtained from your advisor.

Our focus groups identified specific features to include. For example, our Useful Financial Links page has hot links to 'Cambridge Recommended' sites. You can now view the Directed Portfolio and click on the ticker symbol to see more information on the fund you've selected. And in addition to the internet, many advisors are regularly communicating with clients using e-mail to

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update financial information and confirm appointments.

In the past we had taken the lead by providing Quicken software to clients and training them in it's use. This service has enabled many clients to begin using their computers in a more meaningful and useful way. We are convinced that the computer will be an increasingly valuable tool for clients to better leverage the expertise of their Cambridge advisor and will continue to lead the way into the Cyber-Age.

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