

Wealth Advisor

Reports to: SVP/ Director of Wealth Management

Status: Full-time, exempt

Location: Rome, GA

SUMMARY

The Wealth Advisor will focus on financial planning, money management, insurance and investment sales and is responsible for establishing value-added relationships with customers to understand their financial needs and to offer solutions for those needs. The duties include meeting with clients to provide an investment plan, gather their financial data, and develop plans based on their goals, risk tolerance and time horizon. Additional duties include business development for new client acquisition, as well as bank branch team training and development.

KEY DUTIES AND RESPONSIBILITIES

- Performs effective sales actions by establishing relationships with customers. Based on individualized needs analysis, prepares recommendations for customized financial solutions to current and potential customers.
- Uses technology and sales tools to conduct an analysis for the customer, offering sound advice and product solutions in a manner which is clear for the customer to understand
- Delivers a diversified set of brokerage, investment and insurance, and advice-based solutions with a financial planning mindset to meet the individualized investment needs of current and potential customers
- Increases assets under management by offering investment and insurance solutions to clients and leveraging partnerships in Retail, Business Banking and Wealth to increase referrals
- Performs market research to stay current with financial trends
- Maintains knowledge of all compliance rules and regulations in the financial industry and applies the knowledge in client interaction and operational procedures.

BUSINESS DEVELOPMENT

- Builds internal relationships with customer-contact associates in the Bank to create ongoing partnerships. This partnership identifies customers who could benefit from both Wealth and banking solutions to meet the customer's evolving needs.
- Prospects outside the Bank to bring in new customer relationships
- Engages in relationship management activities so that banking relationships are nurtured and expanded, additional needs are met, and friends and relatives are freely referred to the Wealth Advisor
- Utilizes the company Business Development Play book
- Engages in community service activities
- Participates in bank events with clients, prospects, and team members
- Participates in bank team meetings to train teams on the referral process and current market conditions

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree in finance or related field preferred
- Licenses: FINRA Series 7, 63 and 65 or 66 including Life and Health Insurance designation
- Proficiency with word processing, spreadsheets, database and financial planning software
- Analytical thinking skills and the ability to assess clients' needs
- Excellent communication abilities, including writing, speaking and active listening
- Effective sales, presentation and customer service skills
- Good organization and time management skills
- Ability to interact with co-workers and customers in a highly professional manner
- Must display traits such as honesty, work ethic and team-orientation
- Must have the relevant product knowledge and required skills to execute and be successful

ADDITIONAL NOTES:

This position requires a background check. If you are licensed and if you have a prior bankruptcy, U-4 disclosures, credit issues, criminal convictions, civil judgments, pending litigation, termination from a previous employer, or any other matter subject to FINRA disclosure regulations, you must disclose these items during the pre-screening process.