

IMPORTANT NEWS

- The MF industry has added 1.53 lakh new investors in January taking the total count of unique investors to 2.17 crore in January as against 2.15 crore in December
- The industry's total folio count has risen to 9.52 in January from 9.43 crore in December, an increase of 8.52 lakh new folios
- SEBI has reduced Application and Registration Fees for Registered Investment Advisors (RIA) across all applicant categories. This will be applicable from Apr 01, 2021

Expert Corner

How should I use technology to market my services, provide client service and grow my business?

Technology in the 21st century is unavoidable and should be embraced. When it comes to business or providing services, or to simply target a huge array of audience, technology plays a pivotal role.

Social Media:



- One of the key advantages of social media for businesses is that it enables you to interact with your customers. Regularly updating Twitter, Instagram and your professional page on Facebook ensures your interaction with customers and prospective investors.
- This also helps in brand building and creates exposure of your business and team in its entirety. The viewer understands the professional nature of your services depending on the quality and material of your social media posts
- Posts should be relevant and timely eg Budget posts should be immediate and not a day later

Cloud Conferencing: Apps such as Zoom, Skype, etc. can prove to be a boon. It can be utilized in the following ways:

- Offering complimentary financial planning sessions for prospective investors
- Offering webinars to specific target groups such as Doctors, Housewives, Working women to explain the importance of Financial Planning
- Reviews with investors irrespective of their geographical location and time zone.
- More one to one sessions can be managed through video than with personal meetings since investors are more likely to confirm meetings virtually

Listing your business online on the internet:

This method can be utilized to target your potential audience in the same vicinity as yours. Also, the verification helps develop trust in that audience towards your company. Google Business and Yahoo Local could be utilized for this purpose.



Investor Query

What are the important Insurance covers I should take for me and my family?



- **Life insurance** in the form of Term Insurance for the main bread winner of the family is the most important cover. This is a yearly renewal plan which is purely the cost of mortality and does not include any form of saving or investment, thereby making it the most cost effective mode of insurance cover.
- 2nd must have cover for every family is a **Health Insurance Floater policy** whereby financial assistance is provided to policyholders when they are admitted to hospitals for treatment. Additionally, some plans also cover the cost of treatment undertaken at home, prior to a hospitalisation or after discharge from the same.
- **Critical Illness Insurance Policy** is highly valuable in case of diagnosis of critical illnesses such as cardiovascular diseases, cancer, stroke, and chronic obstructive pulmonary disease etc. This cover includes a lump sum payment in case you are diagnosed with a listed illness. This way, you can take care of healthcare and other miscellaneous expenses without draining your savings. This is normally available as a rider with life cover.
- **Property Insurance** Any building or immovable structure can be insured through property insurance plans. This can be either your residence or commercial space. If any damage befalls such a property, you can claim financial assistance from the insurance provider. Keep in mind that such a plan also financially safeguards the content inside the property.



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She has been in the field of Financial Services for the last 25 years. She currently practises as a Certified Financial Planner and AMFI Registered Mutual Fund Distributor as well as Life and General Insurance Advisor. The firm MoneyWorks FS services about 300 families and believes in the dictums of transparency, integrity and timely service. MoneyWorks FS comprises 4 members each specialising in Research, Operations, Client Support and Marketing. Their mission statement is Let your dreams soar high, we will strive to convert them to reality!