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## 10 Attributes of Great Financial Advisors

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Dimensional has been working with financial advisors for more than three decades. To recognize the impact they have on the investor experience, we compiled a list of 10 attributes of great financial advisors.

### **1. PURPOSEFUL: THEY HAVE A CLEAR MISSION TO SERVE CLIENTS AND HELP THEM REACH THEIR GOALS.**

Great advisors want to do great work for their clients. They stake their business on doing the right thing—and know that business success will follow.

### **2. EMPATHETIC: THEY KNOW THEY CANNOT EFFECTIVELY SERVE CLIENTS WITHOUT GENUINELY RELATING TO THEM.**

To serve well, an advisor must assume a client's perspective. Empathetic advisors put themselves in their clients' shoes and work to understand what matters most to them.

### **3. AUTHENTIC: THEY REVEAL THEIR TRUE SELVES TO CLIENTS.**

Effective advisors elevate the connection with clients by revealing their own personal stories. A willingness to be transparent and vulnerable helps build client trust and encourages real communication.

### **4. INTELLECTUALLY CURIOUS: THEY CONTINUE TO SEARCH FOR THE MOST ROBUST SOLUTIONS FOR CLIENTS.**

Great advisors are on a continual path of professional improvement. They are lifelong learners, open to new ideas and committed to honing their technical knowledge and skills.

### **5. PERSONALLY INQUISITIVE: THEY WORK HARD TO UNCOVER WHAT'S TRULY MEANINGFUL TO THEIR CLIENTS.**

Engaged advisors also have mastered the personal side of advice. They ask probing questions to better understand their client's views on money and life before creating a plan.

### **6. QUIET: THEY LISTEN MORE THAN THEY TALK.**

Active listening encourages clients to reveal their deeper thoughts—and often, an advisor's best answer is to ask a question that sparks creative analysis and self-discovery.

**7. PASSIONATE: THEIR UNWAVERING DESIRE TO DO WELL FOR OTHERS DRIVES CONSTANT IMPROVEMENT.**

A strong sense of conviction to do right by clients compels great advisors to continue honing their craft and ultimately enhance the value clients receive.

**8. ENTREPRENEURIAL: THEY RUN THEIR PRACTICE AS A BUSINESS AND PLAN STRATEGICALLY FOR THE FUTURE.**

Advisors can better serve clients when they run successful firms. Just as they encourage financial responsibility in their clients, top advisors apply a high standard to managing their own enterprise.

**9. HONEST: THEY SET REALISTIC EXPECTATIONS ABOUT CONTROLLABLE ACTIONS AND PROBABLE OUTCOMES.**

While the best advice may not be easy to hear, great advisors communicate essential truths about money and investing so that clients have realistic expectations about their wealth.

**10. DISCIPLINED: THEY DON'T LET MARKET SWINGS OR MEDIA MESSAGES DRIVE IMPULSIVE ACTIONS.**

Effective advisors know the importance of preparing clients to navigate changing markets and apply discipline at crucial times, which can lead to a more enjoyable and promising financial journey.

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