

Financial Advisors

In the simulation, you determine how many Financial Advisors your bank will have on staff. If you do not have enough Financial Advisors, the number of Clients per Advisor increases (which negatively impacts your customer service). The “expected” number of Clients per Advisor is 150. If your Clients per Advisor is outside of the “expected” range, your response rates for new clients and retention rates for existing clients will be adjusted. More specifically:

- If your Clients per Advisor is within +/- 20% of the expected number of Clients per Advisor (i.e., between 120 and 180), there is no impact on your response rates
 - If your Clients per Advisor is outside this +/- 20% range, your response rates will be adjusted by 50% of the difference between your rate and the expected number of Clients per Advisor (150)
- If your Clients per Advisor is within +/- 15% of the expected number of Clients per Advisor (i.e., between 127 and 172), there is no impact on your retention rates
 - If your Clients per Advisor is outside this +/- 15% range, your response rates will be adjusted by 50% of the difference between your rate and the expected number of Clients per Advisor (150)

In this simulation, Financial Advisors earn a base salary of \$50,000 a year plus commissions.