

# Financial Planning

## 8 Successful Advisor Niches

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Focusing on a client niche can boost a planning practice. Among high-performing firms with a target client profile, just 3% pursue opportunities outside of that profile (versus 11% for all other firms surveyed), according to the 2012 Fidelity RIA Benchmarking Study.

The reasons are manifold. Word of mouth serves many planners so well in tight-knit communities that they don't need to market themselves as much, if at all. And developing an expertise in a complicated niche produces greater ROI when there are more clients that need it.

The following eight planners, have built strong businesses around highly specialized client demographics -- from airline pilots to baseball players to competitive bass fisherman. -- Ann Marsh

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#### REFINERY WORKERS

*(Planner Landon Yoshida marvels that most of his blue collar clients, all current and former ExxonMobil refinery workers, live within their means and have no debt.)*

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