ENVESTNET PMC

A 4-Step Process For Discussing Impact Investing With Clients

1. Prepare

Objective:

- Know about the impact investing options that are available to your clients.

Understand the impact investing resources that are available to you (e.g. blog posts and other information from **Envestnet | PMC** and **Envestnet Institute** that can assist in keeping you up to date on impact investing trends and issues) and impact investing solutions that are available to your clients.

2. Discover

Objective:

- Assess client impact goals as part of regular discovery processes.
- Determine whether and how clients want to pursue these goals in their investments.

Explore clients' impact investing interests and preferences tactfully and productively by probing about their interests and hobbies and by discussing their perspectives on current events (e.g. a recent extreme weather event or COVID-19). Use assessment questionnaires or other tools to guide discussions.

3. Recommend

Objective:

- Manage client expectations about how and how much they can reflect these goals in their investments.
- Recommend a financial plan and investment strategy that considers risk appetite, financial goals, and impact goals.

Recommend solutions that address clients' impact investing objectives and preferences alongside their risk appetites, performance expectations, tax issues, etc. Help them set realistic expectations for their environmental or social impact.

4. Manage

Objective:

- Monitor and report on impact performance alongside financial performance.

Use asset manager reporting resources to help clients understand their environmental and social impact alongside your reporting on the financial performance of their investments.

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