

WHAT DOES HYBRID WHOLESALING REALLY MEAN?

SHOULDN'T ALL WHOLESALERS BE HYBRID?

I read a lot about wholesaling... I'll admit it is a bit of an obsession and it's my job! And for the past several years I've been impressed with the number of articles dissecting hybrid wholesaling. However, it seems to me that we've not really advanced the concept of hybrid wholesaling. There is much discussion about the appropriate amount of travel for a hybrid, their profitability relative to field based wholesalers and their potential impact on underperforming territories.

But no one seems to understand that in the eyes of the advisor... **all wholesalers should be hybrid.** Studies have shown that the number of in person visits between field wholesalers and advisors is down and down significantly. Ask your external team just how difficult it is to get in to see an advisor... better yet ask an advisor about their enthusiasm for in office presentations. Do the math on what it costs for every one of those less and less desirable in office visits and you'll quickly be considering the hybrid model.

And it is what is important in the eyes of the advisor that matters. Those same studies that show in office visits to be a difficult road, also tell us that despite those difficulties... the most important voice to an advisor is the wholesaler. Advisors want the same things we all want today... the information they want and the type of interaction they want... on demand. Maybe the conversation isn't so much about hybrid wholesaling as it is about how to make wholesaling on demand. Remember, part of on demand... is in person!

Provide your advisors (and more importantly prospects) with access to on-line study groups, web events and on-line meetings. There are many technology tools out there that can support all of your distribution efforts. Today's wholesaling team needs to be bionic. It's the technology and the people that produce a compelling set of capabilities.

Every wholesaler needs to be able to interact with their advisors on the terms set forth by the advisor. Forcing in office visits where not desired, is a quick ticket out the door. But that doesn't have to mean the demise of the field wholesaler. It's not an all or nothing proposition... all in office or all on line. It's a balance. And the proper balance allows for better engagement and more tickets... because the advisor is in charge of the interaction, and frankly that's what the whole movement to independence is about. Advisors want control of their own destiny. They need your insights and expertise to achieve that control. Don't force them to choose hybrid or field wholesaling to meet their needs. Those needs change by the minute anyway... Give them the choice and the option and make it on demand.

All wholesalers should be hybrid.

If you need help with the toolsets or deployment, let us know. It's our specialty.

Clay Thompson rclaythompson19@outlook.com

