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Putting a value on your value: Quantifying advisor's alpha

This research paper delves into the concept of Vanguard Advisor's Alpha®, which outlines how you can add value, or alpha, through relationship-based services such as financial planning, discipline, and guidance, rather than by trying to outperform the market.

The paper includes seven "quantification modules" summarizing key wealth-management best practices and providing a reasonable framework for describing and further differentiating your value proposition.

Use this paper to:

- Discover five modules that help quantify the benefits of advisor's alpha.