

# The next big play in wealth management

## Connecting with Student Athletes

### Discover the Fundamentals of the Evolving NIL Landscape

The Name, Image, and Likeness (NIL) rule allows student athletes to receive compensation for their work. They can now be compensated for endorsements, merchandise, public appearances, video games, affiliate money, and more. These discussions and agreements are starting as early as high school, making the need for financial guidance greater than ever.

### Building Wealth Earlier than Ever

Explore the potential to expand your business by tapping into a new generation of emerging wealth and learn how you can help guide these young athletes toward financial stability and success. Gain an understanding of what to do, and what to avoid, when connecting with student athletes, based on our research with NCAA teams.

## Empower young athletes to a secure financial future

Our research reveals the best strategies for fostering trust with student athletes is by guiding them through financial complexities, including the NIL opportunities that can help them secure their financial future.



Provide basic financial literacy and financial planning



Education on immediate gratification vs. long-term financial planning



Encourage monitoring their finances to avoid mismanagement by those close to them



Explain tax implications and the benefits of financial planning



Guide student athletes in maximizing college NIL resources



## Get started now.

Let us help you get started on your path to exploring this new opportunity. Contact your Advisor Consultant today to access our research findings from discussions with top NCAA teams across the country and learn more about the additional practice management resources our Advisor Advancement Institute has to offer.



Investment  
Management