



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Bill Bachrach, CSP, CPAE

Travels from: California

Fee Range: \$7,501 - \$10,000

Bill Bachrach is one of the most recognized "names" in the Financial Services industry and was named "one of the four most influential people in the Financial Services industry" by Financial Planning Magazine. As the "father" of the Values-Based Financial Planning™ philosophy and the Trusted Advisor concept, Bill's work has had a profound impact on how Financial Professionals conduct business, and he has stood at the forefront of the movement to transform the Financial Services industry into a true profession.

Mr. Bachrach is the author of four of the industry's most definitive works, including *Values-Based Financial Planning* and *High-Trust Leadership* (co-authored with Norman Levine), and he has delivered well over 1,000 presentations worldwide including presentations for Financial Planning Association's Success Forum, Million Dollar Round Table, Top of the Table, Court of the Table, NAIFA, CAIFA and virtually every major firm within the Financial Services industry.

Bill is a member of the Speakers' Round Table; an organization comprised of 20 of the most celebrated speakers in the world.

Bachrach's articles have appeared in numerous publications, including *Financial Advisor Magazine*, Registered Rep, Investment Advisor, Advisor Today, Life Insurance Selling, *Financial Planning Magazine*, National Underwriter, Agent Sales Journal, On Wall Street, *Blue Chip Magazine*, *Research Magazine*, Financial Services Journal, Horsesmouth.com, Executive Excellence, Personal Excellence in addition to many company and association publications.

A few years ago, Bill achieved a personal milestone when he completed the Hawaii Ironman triathlon. The 2.4 mile swim, 112 mile bike, and 26.2 mile marathon run held annually under difficult conditions is considered to be the toughest single-day athletic event in the world. He uses this and other unique life experiences to captivate the audiences at his speaking engagements.

Most Requested Programs...

- Values-Based Financial Planning™ - The Art of Building High-Trust Client Relationships
- Road Map to Success: Principles, Strategies and Tactics to Build High Trust Clients Relationship
- High-Trust Leadership™ - A Proven System for Developing an Organization of High-Performance Financial Professionals