

nuveen

A TIAA Company

Nuveen educational resources

for financial professionals and their clients

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Our offerings

	Program	Continuing education*	Investor approved
Practice management	Building a better practice: adapt and accelerate	●	
	The digitally engaged financial professional		
	Transition to fee-based: benefits and considerations for your business		
	The efficient practice: leveraging model portfolios		
	Building a better retirement practice (Defined Contribution)	●	
	“Insuring” your value (Defined Contribution)	●	
Client acquisition	Why Social Security matters and how to get the most out of it	●	●
	Managing retirement income	●	
	Planning amid uncertainties: 5 conversations to have now	●	●
	Family wealth education: from theory to practice	●	
Market insights	Municipal market update	●	
	Opportunities in municipal bonds and global fixed income		●
	Portfolio positioning for the new normal	●	●
	Perspectives in today’s real estate market		
	The responsible investing opportunity	●	●
	The informed investor: navigating volatility		●
	Ready or not: Here comes lifetime income (Defined Contribution)	●	

**We are pleased to offer financial professionals continuing education (CE), with many of our programs offering one hour of credit for Certified Financial Planner (CFP) and Investments and Wealth Institute (IWI) designations, as well as Continuing Professional Education (CPE).*



Financial
professional
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Investor
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Approved for
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education

Practice management

Building a better practice: adapt and accelerate

FP CE

Presented by: Advisor Education

Financial professionals who want to accelerate the growth of their business and command their fees must adapt their practice and emphasize the value they deliver, or risk getting left behind. We tackle critical conversations to help you thrive in today's rapidly changing environment with actionable ideas to adapt and accelerate your practice.

Key takeaways:

- Align your expertise with services that clients desire
- Optimize profitability and create efficiencies across your practice
- Identify and attract your ideal client
- Effectively communicate your value
- Enhance your client experience to create long-term, loyal relationships

Transition to fee-based: benefits and considerations for your business

FP

Presented by: Advisor Education

Having a holistic understanding of your clients' needs is one of the top drivers of client satisfaction. The more you understand their financial picture, the more services you can offer – providing clients the deeper relationship they seek while helping you expand your business.

Key takeaways:

- The importance of the overall client relationship and how to achieve it by providing services that address multiple client goals
- How a fee-based structure allows more time to cultivate clients and prospects
- Strategies for communicating fees to your clients

The digitally engaged financial professional

FP

Presented by: Advisor Education

This program is designed to help you improve your digital approach.

Key takeaways:

- Energize and elevate your digital connections
- Enhance your virtual meeting skills
- Learn creative ideas to help you better connect with prospective and current clients, with tips on leveraging technology to attract your target clientele

The efficient practice: Leveraging model portfolios to enhance your business

FP

Presented by: Advisor Education

We discuss how employing models can help you streamline your practice so that you can focus on what matters most – growing and servicing your client relationships.

Key takeaways:

- Understand how using investment models may help you better focus your efforts on client acquisition and retention
- Leverage an array of investment management experts
- Utilize a repeatable process that helps address compliance and oversight

Practice management – Defined Contribution

Building a better retirement practice

FP

CE

Presented by: Advisor Education

Plan sponsor and participant needs are evolving. Increasing expectations of personalization and improved outcomes, on top of comprehensive retirement reform and a global pandemic, have redefined the rules of engagement. We tackle these critical conversations to help you thrive with actionable ideas to adapt and accelerate your retirement practice.

Key takeaways:

- Focus your practice on value differentiators and drivers of satisfaction
- Improve your profitability
- Enhance client engagement

“Insuring” your value: protect and win

FP

CE

Presented by: Advisor Education

Winning business away from other advisors was ranked the number one growth opportunity for DC plan advisors. To remain competitive, DC advisors must align their service models with the evolving needs of their plan sponsor clients, which are increasingly focused on participant outcomes and financial wellness. Financial professionals need to begin thinking about what this means for their value proposition and what steps should be taken to adapt.

Key takeaways:

- Benchmark your service model value proposition against research findings highlighting the services plan sponsors say they value most
- Take an objective approach to evaluating your current value proposition and practice strengths in the context of industry evolution
- Adapt your service model to help elevate your practice, meet plan sponsor demand and improve participant outcomes

Client acquisition

Why Social Security matters and how to get the most out of it



Presented by: Advisor Education

Financial professionals who can provide education and guidance on Social Security as part of the retirement planning process are more likely than their peers to retain retiring clients, grow wallet share and gain referrals.

Takeaways:

- Integrating Social Security into retirement income planning
- Social Security basics and variety of options available
- Strategies for making an informed collection decision

Managing retirement income



Presented by: Advisor Education

Now more than ever, retirees are relying on their financial professionals to implement strategies that help them achieve their retirement income goals. We discuss how to help clients successfully navigate the retirement landscape.

Takeaways:

- Structure portfolios to generate the returns needed to meet their clients' goals and manage client income expectations
- Address the role client expenditures have on overall retirement success
- Help professionals successfully address the impact of market volatility on retirement portfolios

Planning amid uncertainties: 5 conversations to have now



Presented by: Advisor Education

The time is always right to contact clients and engage in planning discussions to evaluate potential impacts and assess their financial plans.

Takeaways:

- Current legislative and market landscape
- An approach for planning conversations given market and legislative uncertainties
- Ideas to implement tax efficient and tax advantaged strategies tax efficient portfolio construction strategies

Family wealth education: from theory to practice



Presented by: Advisor Education

A significant concern of wealthy families is ensuring the next generation is equipped and prepared for the responsibilities that wealth brings. We focus on preparing financial professionals to play an important role in addressing this issue through family wealth education.

Takeaways:

- How to teach families to begin having – and how to normalize having – a family wealth conversation
- Educational material designed to instill positive wealth habits
- How to work with clients to facilitate a smooth and successful family wealth transfer

Market insights

Municipal market update



Presented by: *Investment Specialist or Advisor
Consultant*

Our industry leading municipal investment team provides perspectives on the key factors influencing today's municipal bond market and what to expect going forward.

Key takeaways:

- Municipal bond supply, credit outlook, spreads, and default/downgrade expectations
- Market dynamics: municipal bond performance over time and during market uncertainty, and the benefits of staying invested
- Expectations and factors to watch in the municipal market going forward

Chart talk: Opportunities in municipal bonds and global fixed income



Presented by: *Advisor Consultant*

Understand the what, why and how of the municipal and global fixed income markets, including the outlook for the year ahead, and key factors influencing these markets.

Key takeaways:

- How interest rates, valuations and market dynamics have influenced income sectors
- Recent trends in the municipal and global fixed income markets
- Where our investment team is finding opportunity

Portfolio positioning for the new normal



Presented by: *Multi-Asset*

At Nuveen, we believe there is a New Normal that is critical to navigate for investors: The New Normal for portfolio construction. This New Normal is characterized by four themes that we believe will persist in the years ahead: volatility, inflation, yields and returns.

Key takeaways:

- Favor credit over duration assets
- Understand how to generate real return
- Consider both liquid and illiquid allocations

Perspectives in today's real estate market



Presented by: *Real Estate*

Nuveen's market-leading global real estate research team assesses the global real estate markets and provides monthly insights from both long-term and immediate viewpoints, taking recent market developments into account.

Key takeaways:

- Factors driving today's real estate market
- Which sectors are currently performing and where there are challenges

Where our investment team is finding opportunity

The responsible investing opportunity



Presented by: Advisor Education, Responsible Investing or Advisor Consultant

Responsible investing (RI) is more popular than ever and yet investor concerns continue. We address common RI misconceptions related to niche investor or performance issues, using 11 years of proprietary research and 50+ years of experience from an asset manager with deep knowledge and expertise in the RI space.

Key takeaways:

- Performance and risk mitigation benefits of incorporating RI into portfolios

Financial professional presentation:

- Conversation starters and tips to engage with clients
- Prepare your practice for growing investor demand

The informed investor: navigating volatility



Presented by: Advisor Education or Advisor Consultant

Helps advisors educate clients about the importance of staying focused and staying invested during periods of market volatility.

Takeaways:

- Markets have proven resilient over time, underscoring why diversification, patience and perspective are key
- Advisors play a critical role in helping clients stay focused on their investment strategy
- Volatility is the market's way of digesting news, is impossible to predict, and it's not a loss unless you sell

Ready or not: Here comes lifetime income (Defined Contribution)



Presented by: Advisor Education

Defined contribution is becoming a tale of two retirement plans: one focused on savings vs. one focused on lifetime income. This session covers three reasons why lifetime income is now a critical focus, how it translates into strategic plan design and three ways to incorporate it into your value proposition.

Key takeaways:

- Learn what's driving the accelerating shift toward lifetime income across the industry, especially post pandemic
- View our research on why plan sponsors are thinking about plan design differently than in prior years, and how it's changing their priorities
- Determine what role DC plan advisors and consultants are expected to play in these shifting marketing conditions, and the potential benefits to your value proposition

Nuveen Advisor Education

For decades, Nuveen has partnered with leading financial professionals to help deliver better client outcomes.

Today, Nuveen brings our financial professional partners – and their valued clients – an experienced group of subject matter experts ready to share ideas, insights and educational programs. Whether it's a focus on enhancing your practice, acquiring new clients or sharing current, actionable market and asset class insights that you share with your clients, we have what you're looking for.

We look forward to partnering with you.



James A. Bergeron, JD
Advisor Education Consultant

Jim has extensive experience in financial services, strategic and high net worth planning.

He has lectured extensively and is an invited speaker at national and international conferences demonstrating techniques to actualize wealth management concepts.

Areas of expertise:

- Wealth planning
- Taxation issues
- Estate planning
- Family wealth planning
- Practice management & business building



Molly Huck
Advisor Education Consultant

Molly spent 23 years working with high-net-worth financial professionals and their clients at the industry's large wealth management firms, institutional investors and family offices. Leveraging the expertise of leading traditional and alternative asset managers, she provided investment solutions, insight on industry trends, business analytics and wealth management services.

Areas of expertise:

- Wealth planning
- Practice management & business building



Robert Kron, CFP
Advisor Education Consultant

Rob has been in the financial services industry since 1990, focused primarily on advisor education.

Rob has been featured in the media for his perspectives on financial planning and Social Security. He has appeared on CNBC, Fox Business, Bloomberg, and Advisor TV. Additionally, he has been quoted in a variety of national publications, including the Wall Street Journal and USA Today.

Areas of expertise:

- Incorporating Social Security into portfolio planning
- Retirement income planning
- ESG/responsible investing education and implementation
- Practice management & business building



Christine Stokes
Advisor Education Consultant

Christine has over 20 years of experience in the financial services industry with a focus on defined contribution plan design.

Drawing from her expertise spanning product development, operations, client engagement, research and policy, she works with advisors, institutions and industry groups on solving for clients' greatest needs.

Areas of expertise:

- DC practice management
- Retirement public policy
- DC plan design
- Lifetime income

For more information, visit us at nuveen.com/advisoreducation

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Nuveen provides investment advisory solutions through its investment specialists.