



Hire someone to manage your staff so you don't have to

BY MICHAEL DEPILLA

Scott D. Edelman, a 19-year MDRT member from Yardley, Pennsylvania, has seen firsthand the positive outcomes of adding an office manager to his practice. He decided to hire a chief operating officer more than a decade ago, and in addition to freeing himself up to handle advisor-specific tasks, he found it improved the day-to-day activities of his staff as well.

"It allows you to practice your strengths, and everyone's productivity steps up," he said.

Among the roles on his executive team, Edelman's chief operating officer shoulders most of the responsibility for managing his 13-person staff, handling routine oversight and resolving employee issues.

"To grow and manage the client base, as a business owner, you can't do all the minutiae. It's not the best use of your time."

The improved work from his staff is welcomed, but Edelman's biggest boost comes from his increased focus. "It allows me to do the business the advisor is supposed to do — building relationships and developing strategies." **RT**

WHAT TO LOOK FOR

If you're considering hiring an office manager, Edelman suggests looking for someone who has:

- Outstanding organizational skills
- The ability to understand what the business is trying to accomplish and what processes are needed to make it as efficient as possible
- An understanding of how revenue is generated and expenses are allocated
- The ability to structure how the office flows, while also having an understanding of the in-office client experience
- The capability to work independently. You want to identify talent, help develop them and then give them the autonomy to do what they do best.