



PRUDENCE LU

FINANCIAL SERVICE MANAGER
CHFC®, AEPP®, COT

Prudence Lu is originally from China and has been living in Singapore for over 18 years. Prudence sped up her career after her short interaction with her son's teacher about five years ago. At the time, her son questioned her job and asked his teacher why she was at home most of the time. Inspired to set a good example to her son, Prudence took off her career as a financial adviser, worked her way up and eventually became the number one financial planner in Singapore in 2018. She proved herself that through hard work and dedication, she was able to transform her ordinary life to an extraordinary one.

Being in the industry for 14 years, Prudence had heard Peter's name and reputation for a while. Only until recently, she joined Peter's sales and NLP classes to enhance her sales strategy. Peter's mentorship has helped her to focus on creating a long-term strategy and maintaining a good client relationship.

As a seasoned financial planner, Prudence believes skills are not important, because they can be learnt. Having a good attitude is more important. People with the right skills without the right attitude will go nowhere.

Her motto in life is to always have a beginner attitude, because the time when people stop learning is the time they stop growing.

THE #1 FINANCIAL PLANNER

Through the lens of Prudence Lu

How did you know Peter?

I have been in this industry for 14 years and Peter has a big name in our industry. I had been hearing his name for years, until recently I came across his course and he became a mentor to me. He is a very systematic and a big-picture person – unlike me. So having him as my mentor helps me focus on creating a long-term strategy.

What was your expectation when you sign up for the Superstar Sales Programme (TOT Guaranteed)?

Peter is very experienced in grooming top producers, so I wanted to learn how to unleash my potential even more and to groom top producers.

Did it meet your expectations?

Yes. He brought me back to the basic or beginner mindset, where I have to start from scratch to relearn it. This is a cycle of learning – learn to relearn. I now view a lot of things differently.

What's your biggest achievement?

I became the number one top performing financial planner in Singapore in 2018.

How do you manage your client's relationship?

Trust. It is really important to build trust with your clients. Most of my clients come from a personal recommendation. I always treat them like friends and family and personalise my approach. I also make myself reliable by always responding to their queries quickly. I never waste any time to give them the solutions they need.

How do you describe your career?

I never planned to be a financial planner. I thought I was gonna end up in a bank just like my friends. I started this journey by being an ordinary person doing an ordinary thing. What finally changed was my mindset. Five years ago I picked up my son from school and the teacher asked me if I worked or not. I asked why she wanted to know. She replied: "Your son said you were always watching TV all day." I was surprised. I didn't want him to have such a perception of me. From then, I decided to do the best in my job and become extraordinary. It paid off. I became the top financial planner in Singapore!

How does Peter's teaching change your perspective in work and life?

He is a person of wisdom and really good at grooming top performers by giving the right motivations and tools. Learning from him is quiet eye opening.

What are the skills a financial planner should have?

Skills are not important, because you can always learn them. It is all about the attitude. If you have the skills without the right attitude, you will be nothing.

What are your current and long-term goals?

My current goal is to be at the top of the table—the highest in the industry. My long-term goal is to focus on China, aligned with Peter's, as the new market to expand. I want to contribute not only to the financial planning sector, but also business strategising.

What has been your best decision you have ever made?

My investment in continuously upgrading myself—whether it is taking new courses or expanding my network. I have been taking a lot of different courses throughout the years, including Peter's NLP course and master's degree in finance.

I remember when I was taking my master's degree, I successfully gained a lot of recognition and my classmates ended up signing up as my clients and business partners.

When do people need to hire a financial planner?

Yesterday. The best time to start is ASAP. Here's why. We are professionally trained and we know what is good and not good for you. We provide a holistic approach to help you manage your finance and every other area in your life.

How has the investment industry changed during the pandemic?

We can only look at the local investor. The overseas investors cannot fly over here and it has negatively impacted our revenue. People are more cautious and risk averse as well. Lots of my clients who usually are risk takers now consider a low-risk investment

How has that been going on for you?

Although the revenue is impacted, the awareness of investing has also increased. I have more people come to me for bigger and better protections. So overall, my business is still growing. This is exactly what I meant when I said that your attitude matters. You should be positive and any adversity will turn into an opportunity.

What's the largest portfolio you have handled so far?

In a year, I usually handle over 300 families' portfolios. So everyday I handle one new family through a personal recommendation.

What advice would you give to people during this pandemic?

Never follow the crowd, don't be over optimistic and don't be over pessimistic. Just start cultivating a regular saving and investing habit, and always diversify your investment.