

## what samichlaus can teach wealth management ?

### description

in switzerland, december begins with [samichlaus](#). kids get ready for his visit, knowing he rewards the good and reminds the naughty to do better. fun, right? but what does this have to do with wealth management? a lot. ☐☐

just like samichlaus checks his list, today's wealth managers must stay on top of everything. in the past, things were simpler. relationships thrived on trust, fewer questions were asked, and paperwork wasn't a headache. now? the game has changed. ⚖ regulations are tougher, and clients expect [transparency](#).

clients are informed. they want solutions that fit their needs, not just in-house products that might line someone else's pockets. samichlaus doesn't bring presents for pushing the wrong things. wealth managers who embrace [open architecture](#) and explore all options, including external asset managers, are the ones delivering real value.

gone are the days when a handshake was enough. now it's about guiding clients through a maze of [regulations](#), evolving markets, and tailored solutions. the wealth managers who adapt—who prepare for change—will stay on the “nice” list. ☐

so, as samichlaus approaches, reflect on your approach. are you using all the tools available to serve your clients? the ones who prioritise their clients' goals will earn the rewards. ☐☐

stay ahead. be ready. samichlaus is coming. ☐☐☐☐

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