



# Supercharging Your Growth with a TAMP

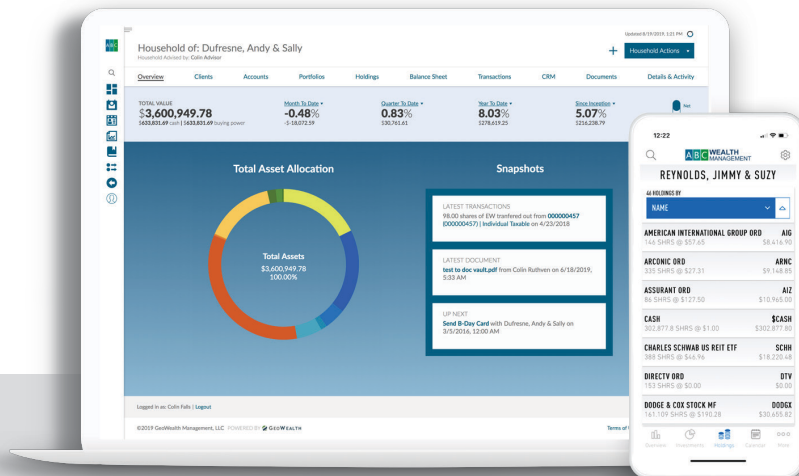
How GeoWealth Unlocks Value and Scale for RIAs



# Say Hello to GeoWealth.

In the Registered Investment Advisor (RIA) space, no two Turnkey Asset Management Platforms (TAMP) are exactly alike. Only a few platforms set themselves apart from their peers by offering greater prospects for operational ease and growth through unique software solutions without the burden of cumbersome fees. Such is the story of GeoWealth, a next-generation provider of wealth management technology.

Founded in 2010, GeoWealth is a Chicago-based investment management company that oversees \$28.5 billion in platform assets. Our model marketplace utilizes various third-party offerings from some of the most recognizable names in the industry. GeoWealth's technological proficiency allows us to respond to the changing demands of your business, be it constructing portfolios or meeting compliance standards. By streamlining common tasks deemed essential to an RIA's practice, GeoWealth gives advisors more time and freedom to establish and strengthen client relationships.



HEADQUARTERS:  
**CHICAGO**



ESTABLISHED:  
**2010**



PLATFORM ASSETS:  
**\$28.5BN**



EMPLOYEES:  
**100+**



PRODUCT TEAM:  
**45**





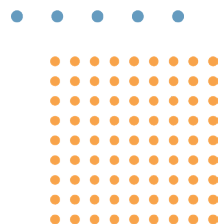
#### DID YOU KNOW?

TAMPs manage an estimated \$524 billion on behalf of Advisors, according to Cerulli Associates.

## THE CUSTOMER COMES FIRST

As an advisor, not many snags are as frustrating as getting stranded in operational limbo. Revenue can suffer if you don't have reliable service partners dedicated to resolving pre- or post-trade issues that you may experience with your current TAMP. The key to a memorable customer experience is solving occasional entanglements and minimizing overall downtime that may result. An integral part of GeoWealth's mission includes providing thorough and comprehensive customer service support so that questions are answered, your systems remain viable, and processes flow smoothly.

The quality and integrity of customer service can often be realized through the unified direction of the experience. The entire relationship with a TAMP can be bolstered by having a point person who understands the specific needs and nature of your business. GeoWealth helps make the customer experience more impactful by providing a dedicated representative to each client.





## BOOSTING YOUR BOTTOM LINE

Unsurprisingly, the cost of a platform is a focal point for many advisors. Often, fee-laden TAMPs cause an RIA to pass on higher costs to clients, and net returns suffer in the offing. With some TAMPs, a higher fee structure is unavoidable due to one simple fact: the platform must rent the technology from a third-party, and expenses incurred as a result must be accounted for. From a cost perspective, advisors realize lower fees through GeoWealth's unique position as designer and developer of the software solution powering our platform.

With growth being the central goal of many advisors, economies of scale should reduce fees as your pool of AUM increases. Certain TAMPs may be restricted from offering lower fee arrangements partially because they must still externally source technology solutions for back and middle office functions. By contrast, GeoWealth - through the advantage of technology ownership - offers a tiered fee structure that can lower expenses as AUM grows.

## OUTSOURCING IS POPULAR



# 57%

of clients have no preference if their advisor guides asset allocation in-house or if portfolio investment decisions are outsourced.

*Source: TD Ameritrade FA Insights Whitepaper, "Outsourcing: Striking the Right Balance Between Customization and Efficiency"*



# CASE STUDY 1:

## MOVING FROM AN EXPENSIVE, OUTDATED TAMP SOLUTION

### ..... Client Profile:

- + Independent RIA with \$50 million in AUM growing by roughly \$10 million year-over-year while outsourcing 100% of model management.
- + Traditional Insurance Advisor who has increasingly focused on providing advice on clients' investment needs over the last few years.

### Pain Points:

- + The TAMP they were using was very expensive because it licensed technology from another provider to power its platform.
- + The TAMP was not open architecture and had a select menu of proprietary models.
- + Sub-advisory relationships were not allowed by the TAMP, so the RIA had to become an IAR of the TAMP home office.
- + The TAMP did not provide any client facing portfolio reporting, model collateral, or fact sheets.

### GeoWealth's Solutions:

- + GeoWealth provides TAMP sub-advisory services at more than 50% cost savings due to our ownership of the technology powering our platform.
- + GeoWealth offers a broader model marketplace menu to accommodate the unique needs of this RIA's client base. We also provide a robust suite of client-facing research and collateral for the models and managers on our platform.
- + GeoWealth provides sleeve level portfolio reporting accessible via a Unified Managed Account (UMA) structure.

### Outcomes:

- + By switching to GeoWealth, the Independent RIA is able to save over \$150,000 annually on TAMP services. This cost savings is used to reduce client advisor fees and to invest in additional marketing and prospecting tools, which allows the RIA to further scale their practice.



#### DID YOU KNOW?

According to Fidelity Investments' research, advisors who outsource investment management are growing faster, have higher incomes, and manage more AUM than those who don't.

## MANAGING A SEAMLESS TRANSITION

Change can be challenging. The process of choosing a new TAMP requires a good amount of due diligence and a careful cost-benefit analysis that must be both quantified and qualified. After a decision is made to switch platforms, readying ownership, management, and administrative employees for the move also requires detailed planning.

Part of any software implementation involves installation, configuration, and testing to ensure that all modules are attuned to a client's specifications. Because GeoWealth designs, develops, and maintains the proprietary technology that runs administrative functions before and after the trade, transitioning from an existing solution occupies less time and resources. In this way, RIAs can concentrate on client acquisition and service.

#### KEYS TO A SUCCESSFUL TRANSITION



CHOOSE TAMP  
& CUSTODIAN



ALERT & PREPARE  
YOUR CLIENTS



CREATE A  
SCHEDULE



CONSULT EXPERTS  
IN YOUR NETWORK





# CASE STUDY 2:

## LOOKING FOR A PARTNER THAT CAN KEEP UP THE PACE

### ..... Client Profile:

- + A multi-office Corporate RIA with over \$1 billion in assets under management was using a legacy TAMP and had an internal suite of investment management solutions managed by the home office.
- + Sought to transition to a modern software to better address advisor onboarding and to provide decentralized oversight for their 25+ Advisors.

### Pain Points:

- + Their current TAMP's technology was outdated; it failed to make investments in modernizing the user interface and workflows. For example, the TAMP did not offer a client portal.
- + Their TAMP rented other technologies to power the platform, which contributed to an inflexible pricing model that was not able to adequately adapt with the growth of the Corporate RIA's asset base.
- + An operationally inflexible TAMP meant the RIA was receiving a low-touch service model and slow trading timelines.

### GeoWealth's Solutions:

- + Flexible, tiered pricing that is aligned with the RIA's growth plans. At scale, the marginal cost of outsourcing to GeoWealth was more cost-effective than insourcing.
- + They now use GeoWealth's modern, proprietary technology which makes processes more efficient so the RIA requires a smaller in-house staff. The RIA is now able to provide a white-labeled client portal and additional reporting functionalities that the prior TAMP did not offer.
- + GeoWealth's high-touch service model means that both Advisors and their end clients get the answers and guidance they need faster.

### Outcomes:

- + The Corporate RIA transformed their business by transitioning to GeoWealth's premium, modern software at 50% of their prior cost.
- + In GeoWealth, they found the long-term partner that they were seeking, one they trusted would innovate, invest, and grow alongside them.



## CATERING TO CLIENT NEEDS

The large, legacy TAMPs are generally inflexible, which mean it's a colossal effort to pursue sweeping upgrades and improvements to their platforms. In some cases, those changes may trigger a significant amount of disruption, and in others, the technological wherewithal to adapt to individual client demands is just not within reach.

Advisors do well when choosing a platform that has the capability to not only grow with your business, but also customize the solution to some of your specific needs. GeoWealth's development team has the distinct advantage of remaining nimble and agile, generating proposals, reports, and statements that can be white-labeled to your branding. We built the technology from the ground up over the last decade and have expert developer resources in-house.

### WHERE DO ADVISORS SPEND THEIR TIME?

46%

CLIENT SERVICE / OPERATIONS

20%

BACK OFFICE / ADMINISTRATION

11%

MANAGING ASSETS

10%

TRADING / PORTFOLIO MANAGEMENT

8%

BUSINESS DEVELOPMENT

5%

TRAINING

Source: Cerulli Associates,  
US Advisor Metrics, 2016





# CASE STUDY 3:

## OUTSOURCING KEY OPERATIONAL ROLES TO A TAMP



### Client Profile:

- + An RIA Partnership with over \$500 million in AUM was growing rapidly, but their operations structure was struggling to keep up with that growth.
- + The core team left an IBD to form this RIA practice two years ago. They brought on a handful of new advisors recently.

### Pain Points:

- + The senior team was spending too much time on operations, particularly trading.
- + They attempted to hire operations employees to help shoulder the load, but they had a difficult time finding experienced candidates to handle the level of responsibility in the mid-size market they operate in.
- + By devoting so much time on operational issues, the firm was misusing their most talented producers. The opportunity cost of missed sales-based activities was significant.
- + Due to their focus being pulled elsewhere, the partners of the firm were overlooking other important aspects of their firm's well being, particularly compliance.

### GeoWealth's Solutions:

- + GeoWealth is able to take over the trading and rebalancing of all of the RIA's model portfolios.
- + Additionally, GeoWealth operates as an extension of the firm's back office by taking a hands-on approach to running billing and quarterly performance reporting for them.
- + During onboarding, GeoWealth helps identify a compliance gap at the firm and makes an introduction to a compliance consultant who ultimately solves it.

### Outcomes:

- + The firm is able to move on from constantly addressing operational issues and seeking new hires. The best producers of the firm are now solely devoted to developing new client relationships, which optimizes their value and accelerates the overall growth of the firm.
- + The firm ultimately saves money by outsourcing trading, billing, and reporting to GeoWealth. This means they don't need to attract, hire, and retain 2 or 3 internal employees to handle these tasks.
- + The firm misses a potentially damaging compliance landmine due to GeoWealth's consultative approach and GeoWealth's willingness to engage partner entities on the RIA's behalf.



## UNLOCKING VALUE & SCALE

Advisors who search for an innovative TAMP are best served by a trusted partner that doesn't step away after you're transitioned onto the platform. You deserve a hands-on partner committed to your success. GeoWealth is continuously searching for new ways to improve the quality of our product and services after your transition is complete. By valuing client feedback and adapting to customer needs, a proactive TAMP such as GeoWealth helps your practice grow and prosper.

Reach out to GeoWealth today to schedule a live platform demonstration and see how we can transform your practice.



SCHEDULE A DEMO



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