

Case Study: Private Wealth Management

CHALLENGE

A national diversified financial services firm approached Patpatia & Associates to extend beyond its traditional transactional business model and penetrate the high net worth wealth management marketplace.

PATPATIA & ASSOCIATES ACTIVITIES

- ✓ Designed a client-focused market strategy optimized for the firm's multiple customer affluent & small business customer segments
- ✓ Integrated comprehensive wealth advisory offerings, including tailored individual security portfolios and private banking services, into a planning based approach
- ✓ Established a new subsidiary to deliver extended advisory capabilities within a fiduciary framework
- ✓ Deployed sophisticated technologies for the delivery of a mass-customized investment process, limiting discretion for efficient & controlled delivery across a diverse sales force
- ✓ Implemented a new channel recruitment program to complement existing sales forces with a relationship-based advisor network



THE RESULTS

Multiple audiences have leveraged the new wealth and asset management platform, enhancing cross-selling efforts and allowing the firm's advisors to penetrate new client markets. Our client is now able to position itself as a comprehensive financial solution, limiting the ability for third party institutions to insert themselves into its client relationships.