CHALLENGE

The largest U.S. network of independent brokers engaged Patpatia & Associates to develop a new fee-based advisory services platform for an investment planning approach to the delivery of a broad set of proprietary and third party investment products.

PATPATIA & ASSOCIATES ACTIVITIES

- ✓ Designed an affiliated product set of mutual funds and annuities, tailored to a fee-only business model
- ✓ Deployed new workstation technologies automating client analytics, product recommendations, and proposals suiting clients financial planning directives and asset allocation requirements
- ✓ Tailored wealth solutions to an open architecture environment, maximizing asset aggregation potential by incorporating product neutral capabilities without sacrificing ease of use
- ✓ Reengineered pricing and compensation practices to enhance competitive positioning
- ✓ Launched a new fee-only producer affiliation model, facilitating the retention of advisors migrating to an RIA business positioning and the recruitment of CPAs & other trusted advisors

THE RESULTS

Our client introduced a platform as sophisticated and comprehensive as those delivered by its wirehouse competitors, differentiating itself from its independent peers and reinforcing its value proposition in the marketplace. The broker/ dealer network utilized this new positioning to improve advisor retention and accelerate recruiting while gathering a greater share of customer wallet. The firm also achieved higher bottom-line profitability over previous advisor offerings.