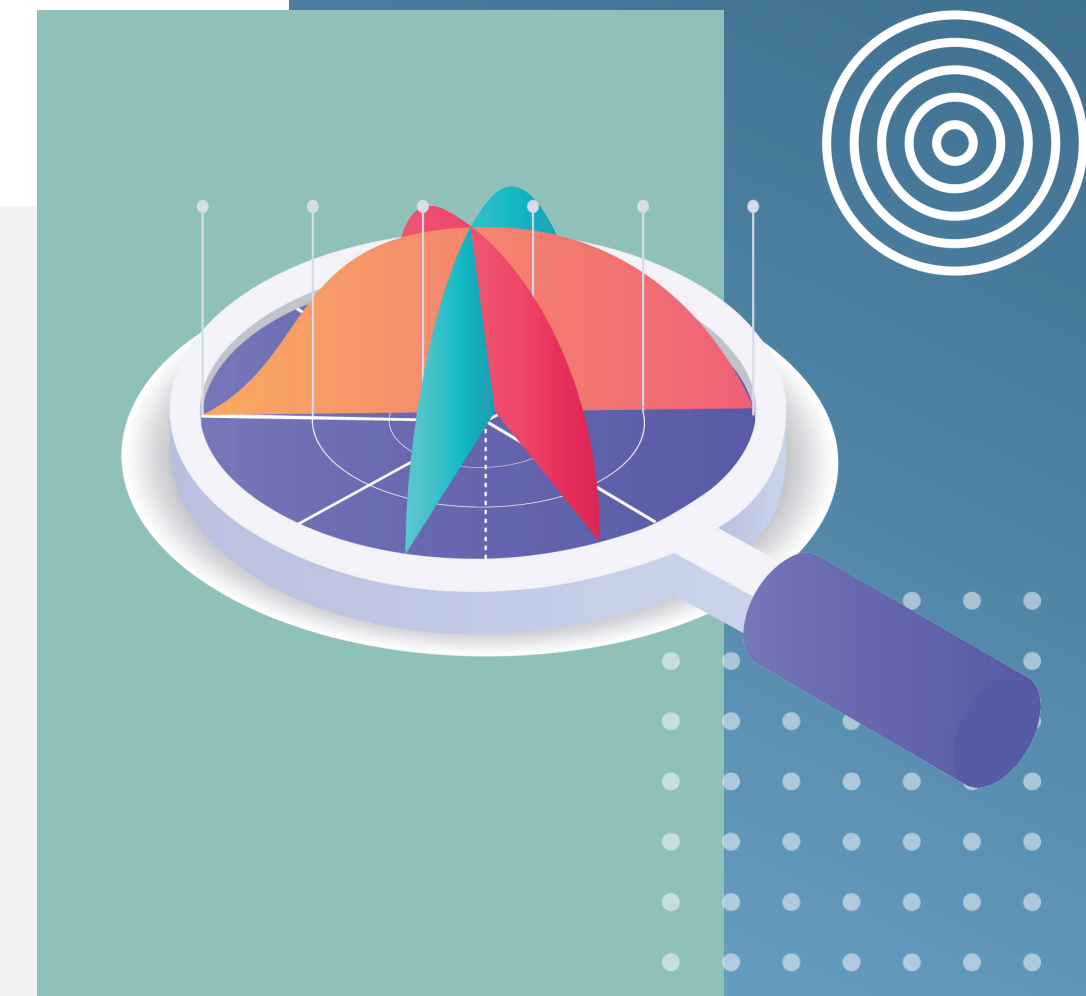
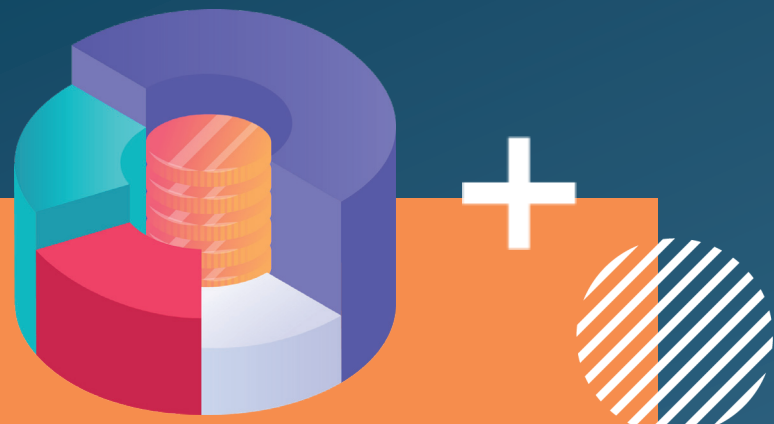


Your models, your way.

**Supporting Home Office and
Advisor-Managed Models As
Part of Your Value Proposition**





“For many large RIAs, proprietary investment management is essential to the value provided to and perceived by their clients.”

Standing out in a crowded landscape.

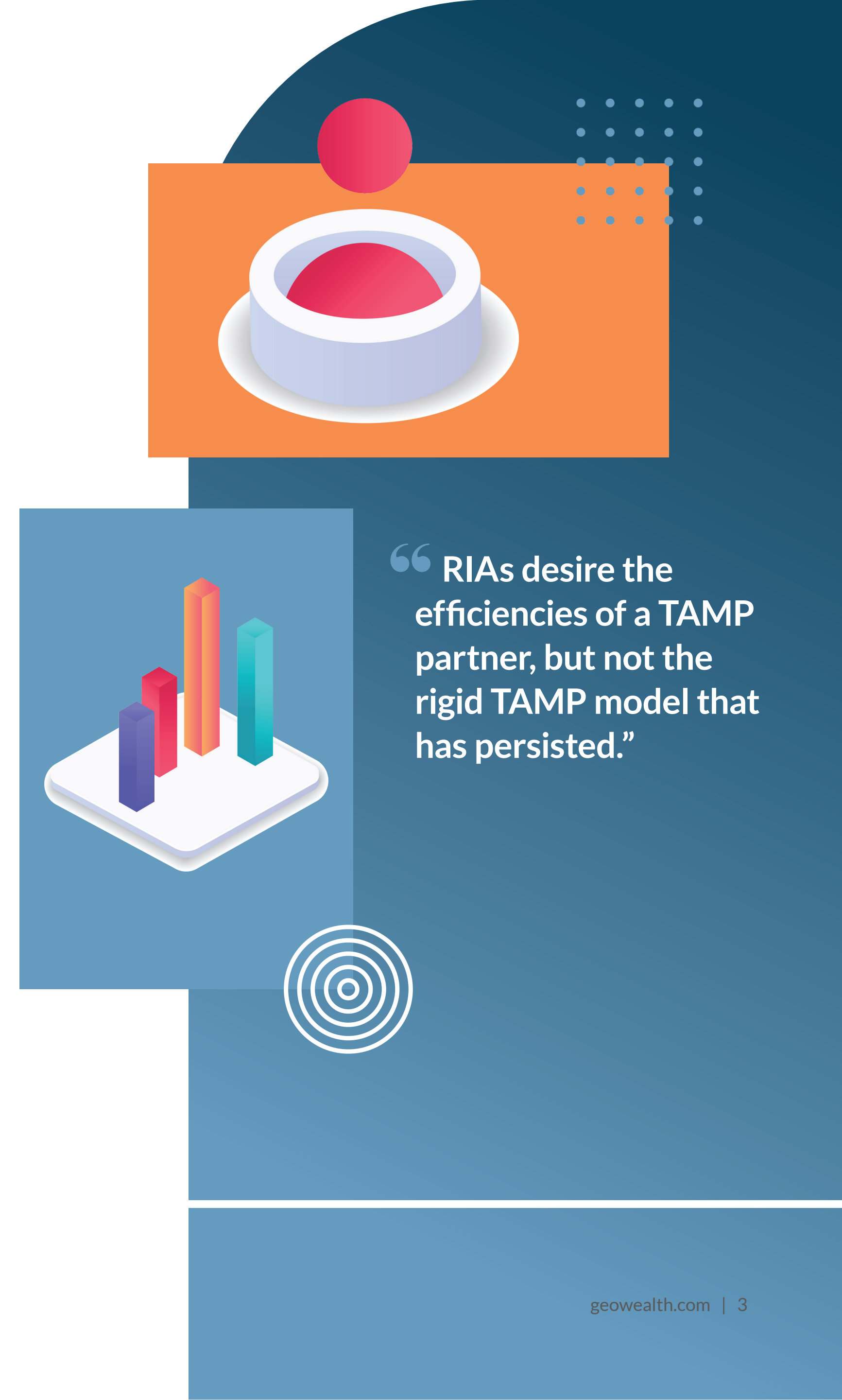
Enterprise-level RIAs succeed by being different. These firms understand that they must offer a client experience that investors can't get anywhere else—not from a wirehouse, not from their robo counterparts, and not from the multitude of RIAs who, at least on the surface, may all look very much the same. And it's not just about competing for clients. Enterprises have to differentiate in order to successfully recruit, as the market for top advisor talent is growing increasingly competitive.

Creating a brand that stands out in today's crowded landscape goes well beyond a unique tagline or a nice website. It even transcends financial planning and risk profiling—both of which are enormously valuable to clients, but have become table stakes as most advisors use the same few software providers.

One way enterprise-level RIAs have seen success differentiating their practice from the competition is by creating their own unique investment management programs. RIAs with internal asset management capabilities are building proprietary model portfolio programs that allow them to deliver a truly customized service clients can't access anywhere else. [Managing their own models gives advisors the freedom to be more creative about the way they market their investment management services.](#) Many have included customized tax efficiencies. Others have incorporated ESG themes. Most have conceived new ways to communicate their methodology, performance, market trends, etc. For many large RIAs, proprietary investment management is essential to the value provided to and perceived by their clients

Built for the masses, not for the unique.

Turnkey Asset Management Platforms (TAMPs) should be broadly adopted by large firms managing their own models. They have the potential to create integrated workflows, operational efficiencies, and benefits of economies of scale. [However, traditional TAMPs have failed to adapt their business model and technology to sufficiently serve firms retaining control of portfolio management.](#) Legacy TAMPs were built to provide access to hundreds and thousands of third-party managers. A big part of their service is doing the initial and ongoing due diligence on this ever-expanding universe of the models, but RIAs managing their own models do not benefit from that manager due diligence. Nor do they care about access to thousands of strategist models. RIAs desire the efficiencies of a TAMP partner but not the rigid TAMP model that has persisted.



Don't settle
for an unsatisfactory
arrangement that
leaves you with a lack
of flexibility, poor
service, and high fees.

Outsourcing versus building in-house.

The obvious alternative to outsourcing operational tasks like order management, billing and reporting is to build the infrastructure to handle them in-house. Like the TAMP model, an in-house system for proprietary model management has its own benefits. Developing internally gives RIA firms complete control over their workflows and processes, and allows them to continue working with their custodian of choice (since some TAMPs aren't custodian agnostic, this can be a major time-saving benefit).

But where there's technology, there are also intensive costs and resource demands. [Building in-house requires more operations and trading personnel—which means hiring, onboarding and managing more people.](#) It requires training time for staff members to get up to speed. The technology workflow between middle and back office will not be as integrated, and Unified Managed Accounts (UMAs) will be more difficult to implement, if at all.

There's also the question of scalability. As the firm grows, does the infrastructure have the flexibility to handle increased trading volume and/or substantially more accounts? Even if the answer is yes, costs tend to increase at least proportionally with a firm's top-line revenue growth.

Investment management as a value proposition.

The problem with both of the options presented here—traditional TAMPs and in-house infrastructure—is that neither is truly built to support the enterprise-level RIA whose value proposition is proprietary investment management.

So what's the solution?

A modern TAMP created specifically for advisors who want to retain model management without retaining the middle and back office tasks associated with running their own investment management programs.

That means complete operational support at a reasonable cost.

It means efficient workflows that reduce the resources necessary for growth, empowering RIA firms to leverage their investment management value proposition to become more profitable.

It means asset management and custodian agnostic support spanning home office models, advisor managed portfolios, third-party managers or any combination thereof.

If asset management is part of your brand's story, you need a partner that helps you bring it to life.

GEOWEALTH TURNKEY MODEL PORTFOLIOS:

- + Rebalancing & maintenance trades
- + Sleeve-level reporting
- + Client portal & mobile app
- + Customized billing
- + Dedicated client service & back office team



Say hello to GeoWealth.

GeoWealth is the next generation of wealthtech, empowering advisors to scale faster and gain operational efficiency. Our TAMP allows for the seamless delivery of both advisor-managed and third-party model portfolios. We have created a platform in which all aspects of the wealth management lifecycle are seamlessly accessed and addressed through a single, modern user interface.

Our investment technology suite provides advisors the tools they need to stay ahead of their clients' needs and the changing regulatory landscape. Through GeoWealth's technology platform — available on desktop and mobile — advisors have access to flexible portfolio management, risk profiling, proposal generation, performance reporting, and outsourced billing services.

By leveraging GeoWealth's middle and back office services, advisors are able to spend more time on what matters most: managing client relationships and forming new ones.

REQUEST A DEMO



HEADQUARTERS:
CHICAGO

ESTABLISHED:
2010

PLATFORM ASSETS:
\$28.5 BN

EMPLOYEES:
100



GeoWealth.com
connect@geowealth.com
312.219.9160

444 N. Michigan Avenue
Suite 3150
Chicago, Illinois 60611

