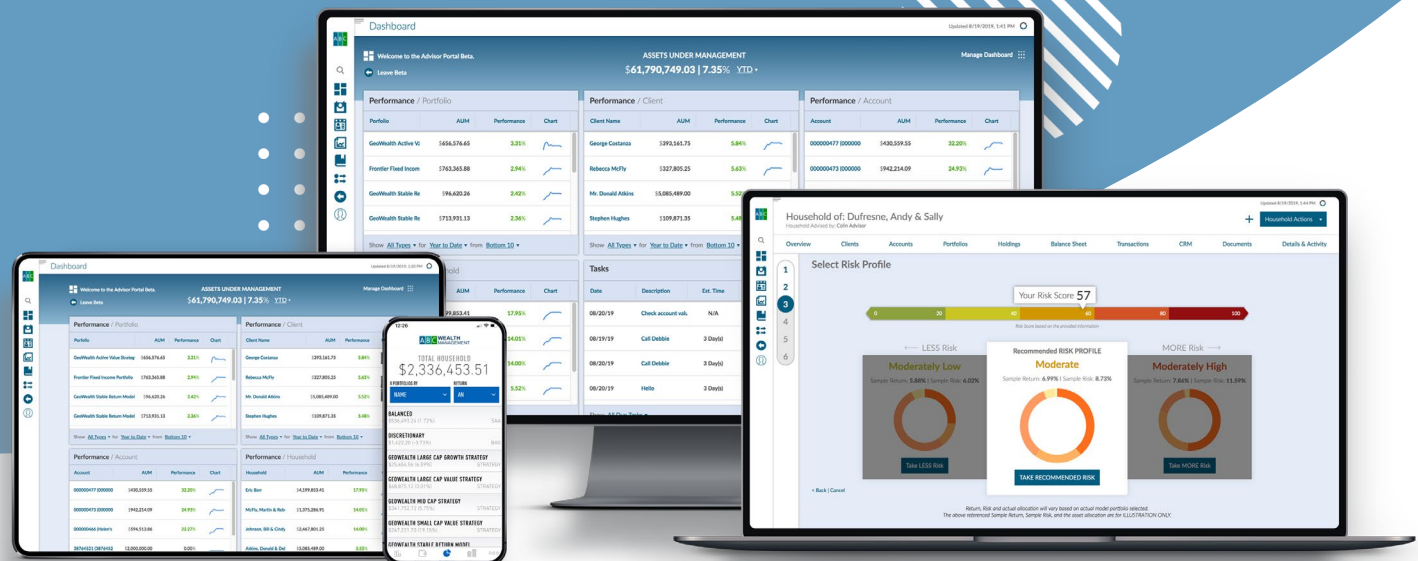




# 7 KEYS TO Partnering with the Right TAMP for your RIA



## CHOOSING THE RIGHT TAMP

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# SEEING THE COMPLETE PICTURE

A lot has changed for financial professionals and their clients over last the twenty years. What passes for financial advice today comes at investors from all sides: 24-hour financial news, LinkedIn feeds peppered with investment services, an endless array of do-it-yourself financial tools.

Holistic, professional guidance and support is more vital than ever. That means guidance that goes beyond investment and insurance products. Guidance that includes real financial planning, deep conversations, and personal commitment.

But financial professionals only have so much time, time that can be consumed by back and middle office tasks that could be more efficiently outsourced.

That is where Turnkey Asset Management Platforms – TAMPs – create opportunities for financial professionals to spend more time meaningfully engaging clients. But not all TAMPs are equal, and advisors would be wise to consider 7 key points when searching for the right platform.





# THE KEYS TO CHOOSING THE RIGHT TAMP FOR YOUR RIA PRACTICE

KEY 1

Technology

KEY 2

Cost

KEY 3

Flexibility

KEY 4

Scalability

KEY 5

Integration

KEY 6

Longevity

KEY 7

Client Experience



KEY 1:

# TECHNOLOGY

## Is it a Tech Firm or Asset Management Platform? Why not Both?

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It is not uncommon for a platform to focus on one discipline at the expense of another. Not every provider has the same capabilities. Maybe one TAMP excels at the technical and software execution but does not offer the most robust asset management options. Another may pride itself on a lineup of investment products and strategies but is really licensing the underlying technology from a larger provider.

A comprehensive, full-service TAMP may lean on teams of both internal and external investment managers while in-house, technical and technology experts manage a nimble, efficient platform. These distinct, homegrown capabilities allow for top-to-bottom support as advisors' needs change, markets evolve, trends shift, and technology moves ever-forward.

Advisors using a TAMP may have found some blind spots, kinks in the operation, something that could simply be done better. Perhaps they could not put their finger on it. But there it is. A TAMP that can't respond to advisor's concerns because it is more of a one-dimensional service, are a leading reason why advisors leave for another platform.



KEY 2:

# COST

## Cost Matters, To You and Your Clients

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There is another matter when a TAMP only focuses on one side of the equation: cost. Because nothing is free, and if a TAMP outsources some services or licenses some underlying technologies, advisors are paying for two (or more) providers, not one.

Financial professionals strive to provide an efficient service that helps clients. It is difficult to justify additional, unnecessary levels of licensing fees. A TAMP that builds its own technology and works with its own asset management team not only provides a smooth, reactive experience, but saves on costs as well – costs that would otherwise be handed down to the advisor, or the client.

And while we're talking about hidden fees, watch out for TAMPs that build high-fee funds into their own, limited lineup. An efficient TAMP is open architecture, allowing financial professionals to select the solutions they feel best serve their clients, whether that is third-party models or their own advisor-created solutions. When it's working best, a TAMP is an intentionally cost-efficient tool with investor interests at its core.



KEY 3:

# FLEXIBILITY

## Because No Two Practices Are Alike

TAMPs aren't new. In some form, they've been around for decades. And that's just enough time for some legacy platforms to grow rigid, cumbersome, and inflexible.

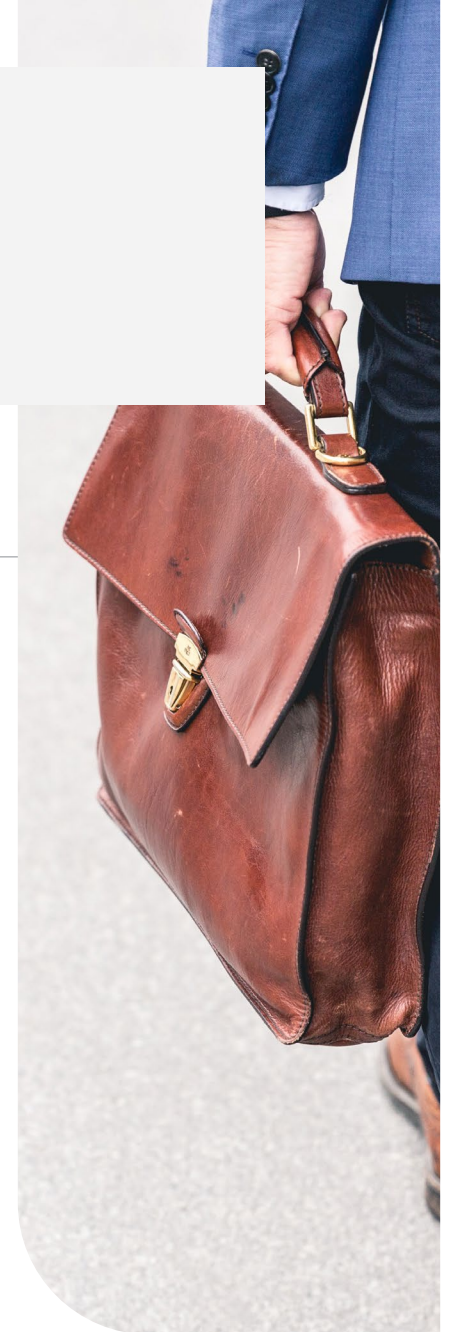
Today's financial professional works in a dynamic, new environment, one that requires creativity, adaptability, and flexibility. Financial advisors who have chosen to work with one of the larger TAMPs often find themselves and their practices constrained by the provider's aging infrastructure. Many of these advisors who thought it would be too difficult to breakaway and work with a more service-oriented TAMP have discovered the transition to be quite easy.

A flexible TAMP can make it easier to move on from a platform that's no longer a good fit by offering dedicated relationship managers who help facilitate the transition process and tailor systems that work for the advisor and the needs of their clients.

**\$13TN**

The TAMP market is expected to grow to \$13 trillion in AUM by 2024.

*Source: Tiburon Strategic Advisors*



KEY 4:

# SCALABILITY

## Growing? Consider the Economy of Scale

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As an advisor's practice grows, their TAMP should grow right along with it. That means platform services and pricing that can respond accordingly.

The word "scalability" gets used a lot. But it can seem as if some providers do not truly know what it means. A TAMP that embraces scalability – and declares that upfront – helps advisors' business with features such as flexible, tiered pricing, and services that can reduce the need for additional in-house, back office personnel.

A TAMP that is committed to an efficient, personal relationship frees up resources and time to not only deepen relationships with existing clients, but also to identify and invite new clients into your practice.



KEY 5:

# INTEGRATION

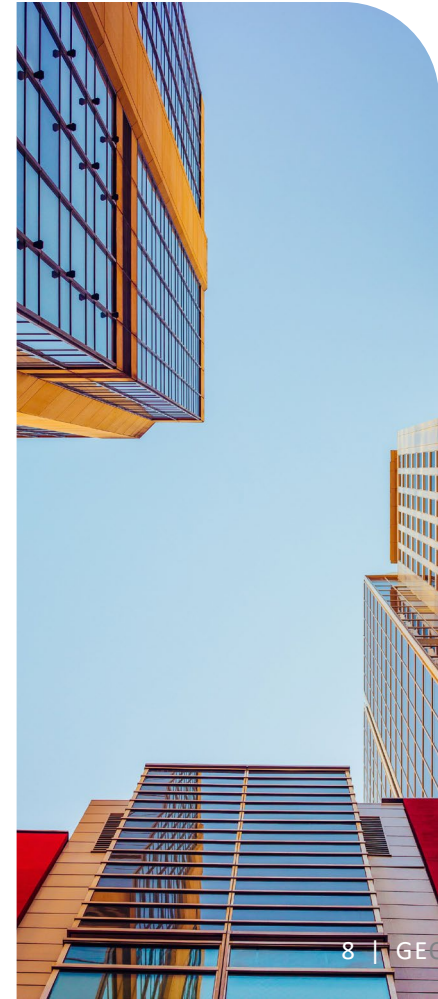
## All Together Now

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Advisors recognize that comprehensive wealth management is optimized when they are able to integrate every aspect of clients' financial lives into plans that can be monitored and refined over time.

It's the same with a TAMP. While a platform performs many functions, it's vital they work together in an integrated ecosystem where workflows are naturally connected, and every component speaks the same language in real-time. With independent elements constructed of the same DNA, from pre-trade to post-trade, a service-integrated TAMP delivers clean, consistent data and reporting. This informs and empowers advisors to deliver exceptional client experiences while also sharing those metrics with clients in a concise, elegant manner.

With a TAMP built from the ground up of components designed to work together, advisors are able run their entire practices through a single portal, from portfolio construction and analytics to billing.





KEY 6:

# LONGEVITY

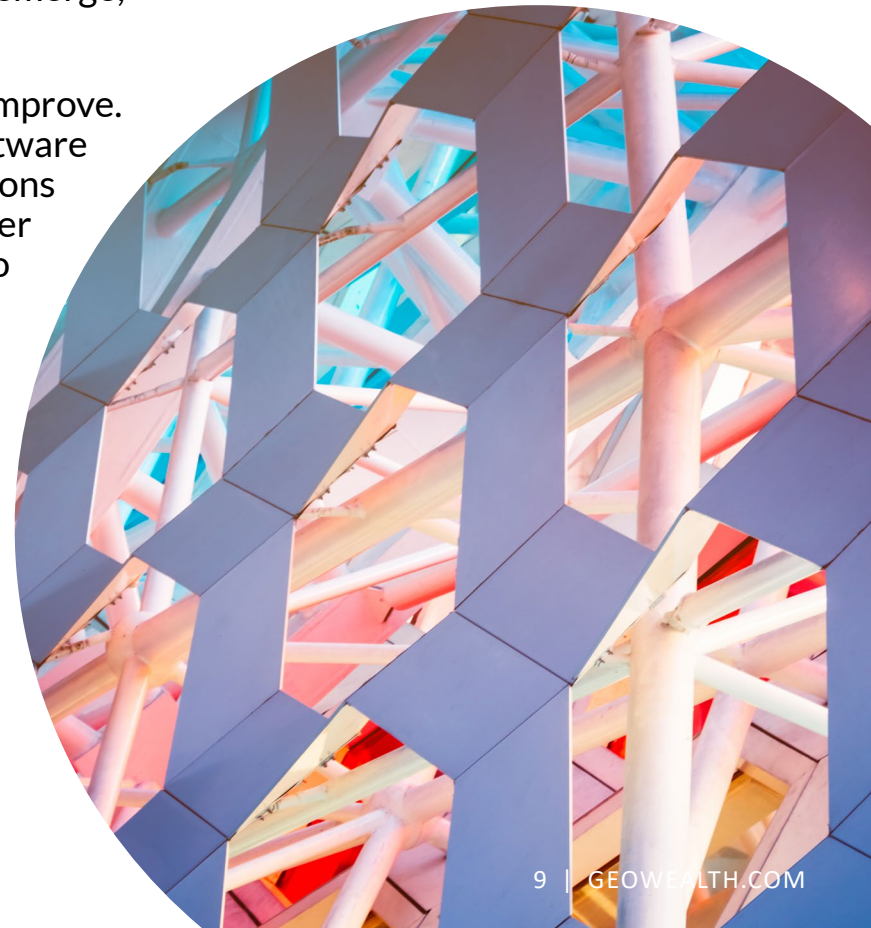
## Built (and Building) to Last

Of course, no platform should ever be satisfied with the status quo. Markets and economic cycles rise and fall, new products and solutions emerge, technology evolves, and client needs change.

An effective TAMP, one built to last, is always looking for ways to improve. That happens best when team members from Platform (software developers) and Advisor Services (trading team as well as operations staff handling back and middle office functions) work closely together and communicate clearly to develop new capabilities in response to the insights and suggestions advisors provide. A static TAMP – one unwilling, or unable to adapt - will find itself left behind. Financial professionals are always looking for new ways to serve clients. Their TAMP should be doing the same.

“Intelligence is the ability to adapt to change.”

- Stephen Hawking



KEY 7:

# CLIENT EXPERIENCE

## A Commitment to Service

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No TAMP is all things to everyone. A platform that has grown so large but cannot provide the level of personal service advisors need is no bargain. Financial professionals should look for a TAMP that fits their business and is committed to helping them grow after the agreement is signed.

A service-oriented TAMP will provide a dedicated relationship manager: Advisors' direct connection to the organization, someone they can always reach and someone who will listen. Someone who knows them, their clients, and their business and who will help them use the platform most efficiently.

## SUPPORTING YOUR CLIENTS

A TAMP is a proven model for advisors seeking to grow their practice without taking on more staff internally. Leveraging the skilled traders and operations staff of a TAMP can enhance the experience for both advisors and their end-clients.



# PARTNERSHIP IS KEY

### **A TAMP Is a Service: Demand That It Serve**

When it comes to serving clients, why should advisors settle for anything less than the best solution? Why settle for an Asset Management Platform (AMP) that is missing the “Turnkey” component? Clients trust advisors with their financial lives, their hopes for their children’s education, their dreams for retirement. That trust has been earned over years and can readily be sustained by providing the same or even greater measure of attention and service they have always provided. Offloading many of an advisor’s routine business functions to a TAMP is a powerful way to help achieve that. And for advisors already working with a TAMP that is not meeting their expectations, there are service-minded TAMPs today that can fill the gap.



# SAY HELLO TO GeoWealth

GeoWealth's next generation wealth management technology empowers advisors to grow faster and to serve clients more efficiently. We offer a diversified lineup of turnkey model portfolios from industry-leaders, in addition to implementing advisor-managed models. We also provide advisors with flexible risk profiling and portfolio management tools alongside reconciliation, performance reporting, and billing services. GeoWealth's customizable open-architecture platform and proven spectrum of investment strategies address all essential needs of investment advisors and institutional investors by helping take their practice to the next level.



HEADQUARTERS:  
**CHICAGO**



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**2010**



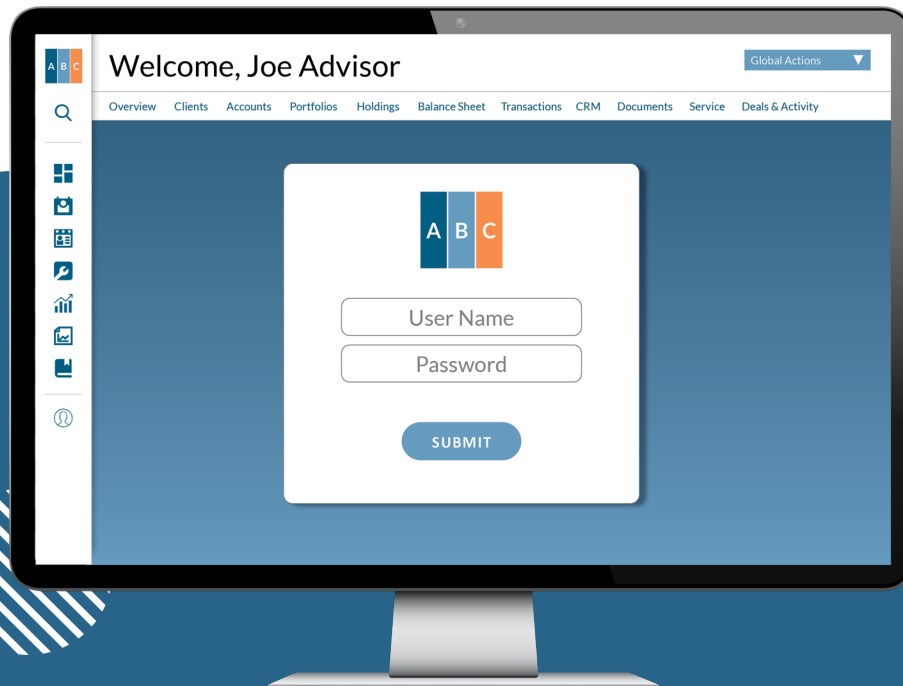
PLATFORM ASSETS:  
**\$20BN**



EMPLOYEES:  
**100+**



PRODUCT TEAM:  
**45**



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