

FundQuest Case Study

RIA Specializing in High Net Worth Investors *Building a Competitive Product Set Via External Managers*

Business Goals

This large RIA, with a successful heritage of marketing its own proprietary separate accounts, set these goals:

1. Create new opportunities for asset growth
2. Widen their investment product offering to attract more clients and increase their wallet-share
3. Implement a scalable solution to expand their product offering without significantly increasing overall infrastructure costs

Challenges

- After years of strong growth, the firm wanted a way to target additional assets
- In order to acquire a greater share of client assets, the firm needed new advisory program offerings to supplement their internally managed investment products
- Firm did not have necessary capabilities for automated client performance reporting, one-stop website functionality, or connectivity with other managers. Building these capabilities internally would require a significant start-up expense.

Strategies for Growth

- Leverage FundQuest's open architecture and wide SMA offering to expand product choices without incremental hires, upfront product development costs, or ongoing overhead
- Leverage FundQuest connectivity to create integration links with outside data aggregators for automated capture of performance data
- Use FundQuest's advanced quarterly reporting capabilities to create consolidated reports for all internal and external strategies by client and client household
- Commit to making the cultural changes required for full adoption of externally managed investments to complement proprietary product offerings
- Extensive new product training and ongoing new product support meetings

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Results

- Assets in the program grew by more than \$250 million in a 3 year period
- Firm now has a competitive advisory product offering
- Management has gained ability to focus on business development versus previous focus on product development and productivity management
- Overhead costs have been stabilized
- Manual data gathering and report creation have been eliminated
- New external investment managers can now be added on a regular basis to keep firm's product offerings competitive
- Both proprietary and external products are contributing to accelerated growth

A Flexible, Innovative, Strategic Partner Who Keeps You Ahead of the Competition

Experience and Innovation: founded in 1993, FundQuest is a pioneer in open architecture investment platform services and is a leader in introducing new capabilities and product categories

Investment Management Expertise: FundQuest's global investment management team has more than 30 analysts in its US and European operations performing quantitative and qualitative investment due diligence

The Choice of Leaders: Over 110 institutions including RIAs, banks, insurance companies, independent broker dealers, and trust and wealth management firms partner with FundQuest

Proven In the Field: Institutional partners make FundQuest's web based platforms available to a national network of 49,000 financial advisors

Commitment to Retirement Income Management: FundQuest has created the first comprehensive platform for the integrated planning and implementation of income distribution

Operational Scale: FundQuest has \$36 billion under management and administration in its combined US and European operations

Financially Strong: FundQuest is part of BNP Paribas, one of the world's largest financial services firms

Services are offered in the U.S. through FundQuest Incorporated, a Registered Investment Advisor.

For more information please: Call **617.526.7386**, e-mail info@fundquest.com, or visit www.fundquest.com/usa

