

# FundQuest Case Study

## Large Regional Bank

### *Competitive Platform Results in Strong Growth*

#### Business Goals

After a period of rapid growth through acquisitions, the management of this major regional bank recognized the need to:

1. Expand its presence in the wealth management space in order to retain and grow assets held by affluent clients
2. Move to a more robust investment technology platform to improve advisors' capabilities to sell and service investment accounts
3. Enhance product set to compete with wirehouse offerings for customer assets and for both rep recruitment and retention

#### Challenges

- Affluent clients were moving assets to wirehouses to gain access to broader product offerings
- Bank platform for selling investment products was outdated and not easy to use
- Firm was experiencing slow asset growth
- Compliance (suitability) tracking for commission-based brokers was becoming a significant issue
- Rapid introductions of new investment products by competitors were making it difficult to keep bank's product line current

#### Strategies for Growth

- Formed a partnership with FundQuest to pursue growth in the affluent customer market segment
- Defined customization for FundQuest's open architecture platform to provide a quick transition to an expanded product set and gain ongoing rapid access to industry's new investment offerings
- Provided advanced sales proposal functionality, performance reporting, and increased advisor productivity through adoption of FundQuest's web-based technologies
- Specified platform characteristics that enable management to control level of advisor discretion to help ensure suitability of product recommendations
- Introduced new types of accounts to give advisors improved flexibility
- Created new offerings to help bridge the gap between the bank's broker dealer and trust channels

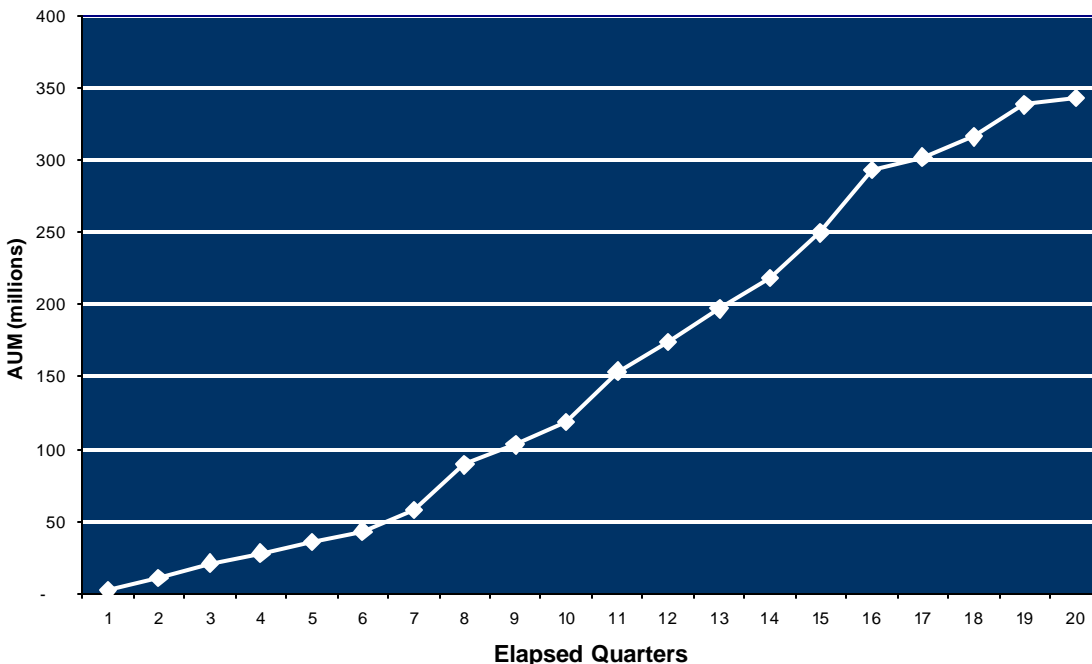
#### Results

- Retention of clients and assets increased
- Management gained ability to focus on business growth versus operational issues

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- Fee-based assets under management increased from \$12 million to \$350 million over four years
- Based on success with their broker-dealer, the bank engaged FundQuest as a partner for their trust services organization

### Assets Under Management



## A Flexible, Innovative, Strategic Partner to Accelerate Your Growth

**Experience and Innovation:** Founded in 1993, FundQuest is the best partner to help advisory firms grow via the most innovative open architecture investment programs and advisor productivity tools

**Best Services and Support:** FundQuest is the most flexible service provider with the best overall support services for both management and advisors

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

**Investment Management Expertise:** FundQuest's investment management team, with more than 30 analysts in the combined US and European operations, performs in-depth quantitative and qualitative due-diligence

**Retirement Income Management:** FundQuest has created the first comprehensive platform for the integrated planning, implementation, and monitoring of income distribution

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

**Operational Scale:** FundQuest's combined US and European operations have \$36 billion under management and administration

**Financial Strength:** 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](mailto:info@fundquest.com), or visit [www.fundquest.com/usa](http://www.fundquest.com/usa)