

Creating a Holistic Client Solution through Integrated Teams

A BridgePoint Case Study



THE SITUATION

Our client had four advisor team structures across three different platforms. They needed to create a more holistic team structure to attract and retain key customers and achieve year-over-year asset growth. They also hoped to attain higher advisor retention by establishing defined roles across the new team structure.

Key Facts Highlighting Our Client's Challenge:

3 payor platforms	Disjointed compensation
Lacked flexibility	Less attractive to new recruits
Individual "ownership" of clients by advisors	Clients were viewed discretely

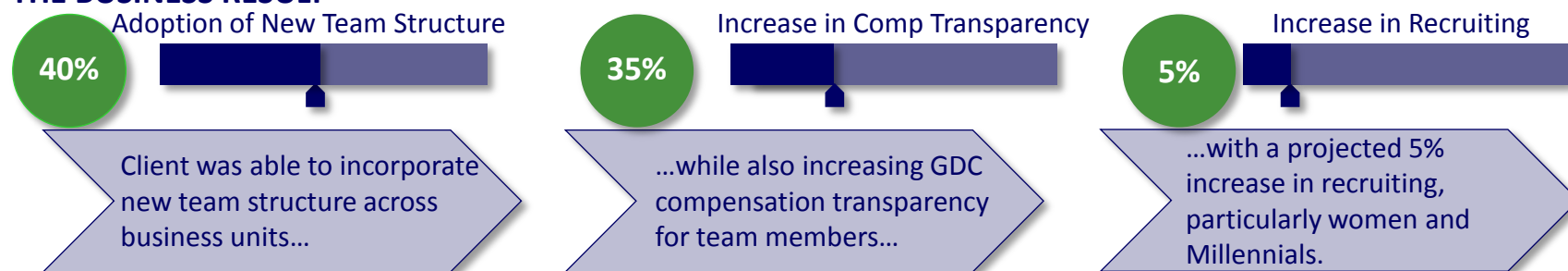
THE APPROACH

Using BridgePoint's market research, our client sought to develop a new team approach which included a senior leader (team CEO), a generalist, an investment specialist, a business development manager and a service administrator. Based on our recommendation, each team would be responsible for a singular group of clients.

They opted for a more transparent compensation model with flexible contract options and an integrated profitability model coupled with benchmarked metrics.

The new model was client-driven, externally focused and long-term oriented to incentives and rewards. All teams functioned as internal small businesses.

THE BUSINESS RESULT*



The client now functions as a single distribution network with a unified value proposition and multiple affiliation options.

*Anticipated results based on projections