

# Advisor Gut Check

## The 10 criteria by which you can evaluate your employer, clearing or custody firm

Many advisors find themselves at a point in their career when they question whether where they are is indeed the right place to best serve their clients. It's that same point when you realize that what got you "here" may not get you "there".

That's why we created this "Gut Check"—to provide you with benchmarks by which you can evaluate your current firm, as well as any others you may consider. Developed based on our experience in working with advisors like you, it's a great starting point from which to compare that "*feeling in your gut*" with reality. First use the list to evaluate your current firm, and if you find it is lacking, you might use these criteria to assess others.



**PLATFORM** Do you have access to a robust platform complete with financial and estate planning tools, trust, insurance, lending capabilities, alternatives, etc.—one that will allow you to capture clients of all sizes and types?



**TECHNOLOGY** Do you have access to best-in-class technology with respect to aggregated performance reporting and client experience, and is there a commitment to continued reinvestment?



**COMPLIANCE** Is there a high-level of sophistication and expertise to anticipate, understand and prepare for regulatory changes; creating policies and practices that are appropriate for top advisors and not merely designed to manage to the lowest common denominator?



**GROWTH** Is there support for business growth—both inorganic & organic? (Inorganic: Acting as a strategic partner, helping with recruiting and acquisition, and providing access to capital and counsel. Organic: Providing strategies including marketing support for new client development and the tools to accelerate business development.)



**SUPPORT** Is there access to practice management and operational support to maximize your efficiency and the profitability of your business?



**SUCCESSION** Is there access to succession planning assistance, the recycling of equity, help to develop next-gen talent through training, recruiting and human resource development?



**QUALITY** Have you been provided with best practices for wealth and investment management?



**TRANSPARENCY** Is there transparency with respect to economics so that you are able to readily understand the net payout and true costs of associating with your broker dealer or custodian?



**RESPONSIVENESS** Do you have access to a knowledgeable support team that makes themselves available to you with answers that are meaningful and that help, not hinder, your business processes?



**COMMUNITY** Are you surrounded by like-minded individuals and leaders, allowing you to synergize and share thought leadership?