PRIVATE WEALTH MANAGEMENT

CASE STUDY – PRIVATE WEALTH MANAGEMENT (HTTP://PATPATIA.SOURCETOP.COM/WP-CONTENT/UPLOADS/2014/06/PRIVATE_WEALTH_MANAGEMENT-1-3-2014.PDF)

The Challenge

A national diversified financial services firm approached Patpatia & Associates to extend beyond its traditional transactional business model and penetrate the high net worth wealth management marketplace.

Patpatia & Associates' Activities

- Designed a client-focused market strategy optimized for the firm's multiple affluent & small business customer segments
- Integrated comprehensive wealth advisory offerings, including tailored individual security portfolios and private banking services, into a planning based approach
- Established a new subsidiary to deliver extended advisory capabilities within a fiduciary framework
- Deployed sophisticated technologies for the delivery of a "mass customized" investment process, limiting discretion for efficient & controlled delivery across a diverse sales force
- Implemented a new channel recruitment program to complement existing sales forces with a relationship-based advisor network

The Results

Multiple audiences have leveraged the new wealth and asset management platform, enhancing cross-selling efforts and allowing the firm's advisors to penetrate new client markets. Our client is now able to position itself as a comprehensive financial solution, limiting the ability for third party institutions to insert themselves into its client relationships.