Patpatia & Associates, Inc.

RETAIL INVESTMENT PRODUCTS

CASE STUDY – RETAIL INVESTMENT PRODUCTS (HTTP://PATPATIA.SOURCETOP.COM/WP-CONTENT/UPLOADS/2014/06/RETAIL_INVESTMENT_PRODUCTS-1-3-2014.PDF)

The Challenge

The largest U.S. network of independent brokers engaged Patpatia & Associates to develop a new fee-based advisory services platform for an investment planning approach encompassing a broad set of proprietary and third party investment products.

Patpatia & Associates' Activities

- Designed an affiliated product set of mutual funds and annuities, tailored to a fee-only business model
- Deployed new workstation technologies automating client analytics, product recommendations, and proposals suiting clients' financial planning directives and asset allocation requirements
- Tailored wealth solutions to an open architecture environment, maximizing asset aggregation potential by incorporating product neutral capabilities without sacrificing ease of use
- Reengineered pricing and compensation practices to enhance competitive positioning
- Launched a new fee-only producer affiliation model, facilitating the retention of advisors migrating to an RIA business positioning and the recruitment of CPAs & other trusted advisors

The Results

Our client introduced a platform as sophisticated and comprehensive as those delivered by its wirehouse competitors, differentiating itself from it independent peers and reinforcing its value proposition in the marketplace. The broker/ dealer network utilized this new positioning to improve advisor retention and accelerate recruiting while gathering a greater share of customers' wallets. The firm also achieved higher bottom-line profitability over previous advisor offerings.