

Success Story:

National Broker Dealer

Selected both technology and research from FolioDynamix to reduce costs, enhance program offerings, and empower advisors with a single desktop solution.

Overview

A national broker dealer partnered with FolioDynamix to consolidate its multiple fee-based programs into a single platform. This national broker dealer has 900 independent advisors, is operating with centralized investment and operations groups, and is committed to servicing its advisor base with strong competitive product and program choices.

Challenges

- Wanted to implement a single advisor desktop for all fee-based business, with support for rep-as-advisor, rep-as-manager, mutual fund wrap and overlay portfolio management programs
- Needed to lower the operating costs associated with running third-party manager solutions by transitioning from traditional separately managed accounts (SMA) to unified managed accounts (UMA)
- Desired to serve as overlay manager, distributed both through its internal advisor network and affiliated correspondent firms

Solution

- FDx SingleSight enabled this national broker dealer to integrate its multi-faceted approach to the fee-based business into a single desktop solution, supporting all wealth management advisor and management roles.
- FDx Advisory solutions provided this broker dealer with manager research and a single interface for manager access, manager contracting, and model delivery. As a result, the firm was able to lower its operating costs and quickly deploy a comprehensive UMA offering.
- FolioDynamix was unique in its ability to provide both the technology infrastructure and the research, due diligence and immediate access to a large number of investment managers and their models, while also incorporating a legacy manager that had existing assets with the firm into the overall program.