

## Success Story:

# Registered Investment Advisor

*Partnered with FolioDynamix to launch a fully-integrated advisor desktop, lowered overall platform expenses and outsourced the investment decision-making process to FDx Advisors.*

## Overview

This registered investment advisory (RIA) firm and regional broker dealer has independent advisors located throughout the United States and has established strategic alliances with several of the top advisory clearing firms in the industry. This firm prides itself on giving its advisors access to best-of-breed programs, services and technology.

## Challenges

- Wanted to implement a single desktop for all fee-based business, with support for rep-as-advisor, rep-as-manager, mutual fund wrap, and unified managed account (UMA) overlay portfolio management programs
- Needed to increase usage efficiencies and decrease the operating costs of its managed account platform
- Wanted to outsource manager research, asset allocation, portfolio construction, mutual fund wrap and overlay management operations and administration

## Solution

- By implementing the FDx SingleSight unified wealth management platform, this RIA and independent broker dealer was able to consolidate its fee-based programs into a single desktop for advisors.
- The FolioDynamix platform also enabled this firm to transition from its existing, higher-cost traditional separately managed account (SMA) program to a lower-cost unified managed account (UMA) platform.
- By partnering with FDx Advisors, the RIA arm of FolioDynamix, the firm was able to outsource its investment-related functions, including research, mutual fund wrap (MFW) and overlay portfolio management (OPM) to FolioDynamix as well. This independent broker dealer and RIA now benefits from the ability to focus on its core competencies through the selection of a single provider for both platform technology and outsourced investments services.