

### SIGNATUREFD

Since 1997, Atlanta-based **SignatureFD** (SFD) has specialized in wealth management for affluent clients. Their client relationships may include the patriarch, his kids, their families, and even his parents. They work with all family members, from those in retirement to new college graduates. Their average client has between \$2.5 million and \$3 million in investable assets. SFD has AUM of just over \$1B across 2,200 accounts and approximately 350 client relationships, including multi-generational families. SFD receives direct downloads into PortfolioCenter™ from five custodians and this covers approximately 90% of the assets.

*“Part of good wealth management is being able to view our clients’ total portfolios, including assets like life insurance, annuities, or company retirement plans. This also allows our clients to see the entire picture, and that value-add is key. It differentiates us from a lot of firms.”*

Liz Goodrow, SignatureFD

Until SFD learned of ByAllAccounts, assembling a complete view took three people three days each month. When SFD began using The ByAllAccounts Custodial Integrator™ its data aggregation process has become far more efficient, freeing up time for client service and providing scalability for the firm to grow.

### The Value of 10%

SFD reports on the held-away or non-managed assets in a couple of ways. They include held-away assets on a net worth statement to review as a part of a client’s financial plan. Sometimes they will show their performance on those assets to contrast and compare to the assets they manage. From time to time, reporting on these assets leads them to begin actively managing a client’s 401(k), creating new opportunities to grow their business.

For the accounts SFD is not managing, they will set up a separate group, i.e. the five outside accounts that are managed by ‘ABC’ Advisors. SFD can then run reports on the outside group and compare it to SFD’s managed assets. This allows them to compare asset allocation, fees, and risk of outside portfolios. This quickly becomes a marketing tool for SFD, and over time can lead to new billable assets.

In one case, SFD had a client come on board with \$1 million. In five years, he grew to a \$10 million client partly because of the value of showing him his total portfolio. Data aggregation and reporting have added value to client relationships and fueled growth

for the firm. Giving clients a holistic picture of their wealth has increased client satisfaction and retention while bringing in new assets and clients.

## Fueling Growth through Efficiencies

Prior to using ByAllAccounts, on the first day of every month, SFD would log into web sites and print screens with the

transactions, holdings, and market value or pricing as of the end of the month. This was done for almost 200 accounts. Three people would spend three full business days doing nothing but data entry. It was very labor intensive.

**\$40,000/240 days**  
**3 ppl x \$166/day = \$499/day x**  
**3 days (\$1,499) x 12 months**

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**\$17,999 spent annually on**  
**Manual Data Entry Alone**

*For Illustrative Purposes Only*

In contrast by using ByAllAccounts, data aggregation can be performed by one person, freeing up time for client service. Besides the operational efficiencies, Data Aggregation and Consolidated Reporting also helped with client referrals. If a client has assets held through another money manager, SFD's ability to get downloads from the custodian and show the client's entire net worth has earned them the client's trust and favorably positions them from their competition that is not reporting holistically.

## Summary

In the end, SFD's Client Care Associates can spend more time dealing directly with clients. Two years ago, SFD was tracking 200 accounts manually, amassed over a period of seven years. In the last two years, they've added another 150 accounts, but are aggregating the data in less time. ByAllAccounts has significantly simplified the workflow.