



Burdros, Ruhlin & Roe (BR&R) is an independent, fee-only investment advisor based in Columbus, OH. The firm was founded in 1979 and today manages approximately \$1B with a staff of 32 professionals. BR&R is comprised of a client base of about 430 high net worth relationships, providing comprehensive financial planning and investment management, with a consistent emphasis on risk tolerance and diversification. BR&R takes a holistic approach to the planning process, and attempts to monitor the full spectrum of assets held by their clients, at the individual and family levels.

“ByAllAccounts has provided us with terrific customer service. Because they understood our needs and business goals perfectly, our implementation was effortless and the payback was immediate and substantial.”

**Brian Jack - Director of
Information Technology
Burdis, Ruhlin & Roe**

Accessing All Custodians

BR&R uses Schwab's Portfolio Center™ as their core portfolio management system for accounting and performance measurement.

Utilizing Portfolio Center™, BR&R is able to get automatic downloads from many of the larger, more popular custodians. This works well for about 90 percent of their clients' accounts. But a persistent ongoing challenge has been the need to capture information on assets held by custodians not supported directly by PortfolioCenter™. In 2006, as their client

base and data volumes grew, BR&R implemented Custodial Integrator™ from ByAllAccounts. With Custodial Integrator™, data for about 345 accounts is automatically collected from on-line sources. Each day BR&R receives a download of positions and transactions for the accounts. The data is fed and then reconciled into PortfolioCenter™, in a process that mirrors their existing PortfolioCenter™ custodial feeds. The quality of the data is excellent and minimal errors are encountered in the reconciliation process. BR&R has asked ByAllAccounts to add new custodians for them over time, and these were typically added within a couple of weeks of their request.

BR&R now has daily updates on their clients' full portfolios, whereas previously this information was only accessible monthly. More importantly, most of the two week time lag has been eliminated – there is less delay between when the information becomes available from the custodian to when it appears in the PortfolioCenter™ system.

Streamlining Operations

In order to produce their monthly client statements, BR&R would dedicate two professionals to collect account data on approximately 400 accounts at 60

different custodians. Manual data collection from these sources took nearly two weeks, at great expense. Statement preparation has gone from weeks to days, resulting in significant cost savings per year.

Attract New Clients

This new system allowed BR&R to attract more prospective clients, such as clients who held assets and were unwilling to move them at certain custodians (including top tier wirehouses and full service brokers) that were not supported by PortfolioCenter™ interfaces. BR&R can now allow these clients to maintain their preferred custodial relationships, and use the CI from ByAllAccounts to access the data.

The Custodial Integrator™ has become an integral part of the investment management process within BR&R, bridging the gap between partial custodial coverage under their previous system to providing an automated solution for the holistic planning that their clients require.

Summary Savings

Summary Savings benefits are as follows:

General Operational savings:

\$15,000: General Operational Savings including: Data collection, Statement preparation and automatic downloads.

\$2000: Time Savings with Daily *Report Generation:*

\$3,600: Savings from Errors

\$2,000: Increased Fee Income

In the end, BR&R has achieved a return of over **\$22,000** per year through use of Custodial Integrator™.

“BR&R has achieved a return of over \$22,000 per year through the Custodial Integrator™”

**Brian Jack – Director of IT,
Burdis, Ruhlin & Roe**