



Building an Agile, Scalable Firm with Technology

How LibertyFi helped Octavia Wealth Advisors breakaway and create scalable experiences that increase satisfaction and productivity.

Overview

With 20 advisors managing over \$1 billion in assets from five offices across the U.S., Octavia Wealth Advisors is an RIA focused on building lifelong partnerships with clients. To serve clients' best interests, and remove conflicts of interest, the partners at Octavia decided to go independent after 30 years in the broker-dealer space.

The partners understood that their new firm would need a powerful wealth management platform, configured to their specific needs, to meet their fiduciary duty to their clients. After reviewing a range of wealth management technologies with help from LibertyFi, the partners selected the Envestnet unified advice platform.

LibertyFi worked closely with the leadership team to implement the platform, design the workflows, and transition the clients and their \$1 billion in assets. LibertyFi continues to help Octavia harness the power of Envestnet's sophisticated capabilities by configuring and managing the platform.



"LibertyFi and Envestnet enable us to offer much more than the big firms while increasing our agility. We've created repeatable processes that systematize the practice of managing money. The scalability and efficiency we've created with LibertyFi's help are vital to our success."

– Marc Wagner, CFP®, Partner/Wealth Advisor

Driving Agility and Efficiency with Custom Offerings

With LibertyFi's expertise, Octavia is:

INCREASING ENGAGEMENT WITH ITS CLIENT PORTAL

Octavia has improved the client experience with a client portal that features intuitive navigation, up-to-date information, and relevant reports. With access to the latest client data, advisors offer better recommendations and decisions.

OFFERING CUSTOM PORTFOLIOS AND REBALANCING

Everything from initial trading to rebalancing and reporting is faster and easier. Because advisors can quickly and easily rebalance portfolios, they can use scalable custom portfolios that better meet each client's needs.

PROMOTING COMPLIANCE

Octavia promotes compliance automatically—when a client account is closed or moved, the Investnet platform automatically rebates it, maintains an audit trail, and closes the account without advisors having to engage in time-consuming, manual processes.

TAKING ADVANTAGE OF INTERNATIONAL OPPORTUNITIES

Because the Investnet platform allows firms to seamlessly trade across multiple custodians, Octavia is positioned to serve international clients, a key business goal.

PAYING ADVISORS WHAT THEY'RE DUE

With help from LibertyFi, Octavia currently provides over 200 different splits among the firm's 20 advisors. The firm coordinates with LibertyFi to receive the fee sheet, so the accounting team can seamlessly pay the advisors what they're due.

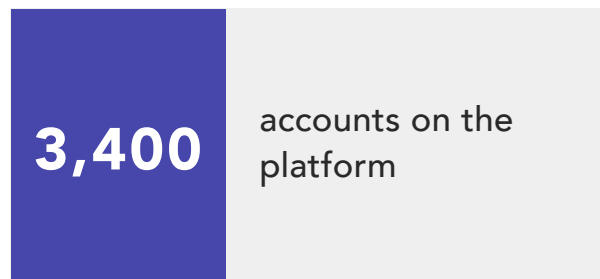
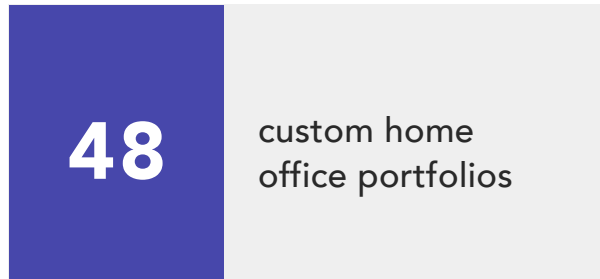


“Our investment in LibertyFi and Investnet has increased productivity. A \$20,000 client RMD used to be time consuming for an advisor who would have to manually compute the trading percentages. Now, they can utilize the ‘raise cash’ feature, and trading is done for them. This kind of efficiency allows our advisors to focus on adding client value.”

– Justin Setzekorn, CFP®, Partner/Wealth Advisor

Results

By partnering with LibertyFi, Octavia is able to maintain:



“Our customer and advisor experiences are built around the Envestnet platform. Without LibertyFi’s expertise and help, it’s hard to imagine how we would be able to provide the high level of customer satisfaction our clients enjoy. Our client retention rate speaks for itself.”

– Maxim Meyers, CFP®, CLU®, ChFC®, Partner/Wealth Advisor

With deep experience helping over 40 independent, growth-oriented RIAs evaluate their technology needs, LibertyFi is the industry leader in Envestnet middle-office consulting services. **Learn how we can help you: libertyfi.com**

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