



Modernizing Operations and Increasing Scalability

How LibertyFi helped Carnegie Wealth Management transform its service offering by implementing and configuring the Investnet unified advice platform.

Overview

Committed to providing the best advice to its clients across more than 20 states, Carnegie Wealth Management is an independent, employee-owned and operated investment management firm with \$150 million in assets under management.

After acquiring Carnegie Wealth, CEO Scott Sheffer was determined to offer his clients the best possible experience. By investing in the best technology, Sheffer knew his firm could offer a better service than investors would receive from a large brokerage.

After selecting the Investnet unified advice platform as the technology around which he would optimize his firm, Sheffer realized that he needed a partner to help him implement his vision. In 2017, Sheffer contacted the team at LibertyFi to help him tailor Investnet's sophisticated technology to his practice's specific needs.

"To serve my clients, I needed help centering my practice around technology. LibertyFi had the experience and expertise to immediately transform my business. I engage with them every day. They're an essential part of my team."

– Scott Sheffer, CEO, Carnegie Wealth

Improving the Client Experience with Repeatable Processes

To build a more resilient business positioned for success, LibertyFi worked closely with Sheffer to help define the firm’s workflows and to configure the Envestnet platform to support them:

IMPROVING PORTFOLIO PERFORMANCE

To improve investment performance, LibertyFi took the lead in helping Carnegie smoothly transition all clients into new model portfolios utilizing third-party strategists and managers. This was no small project—LibertyFi worked with Carnegie to organize a timely portfolio transition. As a result, clients now understand what they own and why they own it. The team also implemented a risk assessment tool. As a result, performance improved, and costs fell.

GENERATING REVENUE EFFICIENTLY

From a business perspective, the firm is much more efficient and scalable. Carnegie Wealth can operate with a small, nimble team because of LibertyFi’s help. The firm’s business processes are well-defined and organized within the Envestnet platform.

THRIVING IN A DIFFICULT ENVIRONMENT

With almost all of Carnegie Wealth’s services available in the cloud, from the Envestnet platform to their custodian, the firm has a resilient business continuity plan. Recent pandemic-related disruptions didn’t affect Carnegie Wealth or its business operations.

OFFERING CLIENTS ADDITIONAL VALUE

With its business processes defined and Envestnet configured to Carnegie Wealth’s needs, the firm can offer clients additional services like liability management. LibertyFi provides the firm with technical support to make adoption of integrated utilities and new workflows easy on staff and time. For example, using the Advisor Credit Exchange within the Envestnet platform, Carnegie Wealth helps clients borrow against their assets.

Results

As a result of partnering with LibertyFi, Carnegie Wealth achieved these results:

\$150M	in client assets moved onto Investnet
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	Reduced costs by implementing model portfolios
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“LibertyFi helped us create tight, organized workflows. I can almost run this entire business myself. Because of LibertyFi, our model has tremendous scalability.”

– Scott Sheffer, CEO, Carnegie Wealth

Next Steps

To grow revenue and expand its client base, Carnegie Wealth is exploring acquisition opportunities with advisors looking to retire or sunset non-core businesses. Sheffer sees the opportunity to offer additional investors the services he’s built with LibertyFi, including Investnet-integrated financial planning, consolidated performance reporting, a dynamic client portal, and much more.

“LibertyFi has helped me grow our business,” says Sheffer. “We’re convinced that we have a better mousetrap because LibertyFi helps us maximize our return on our tech investment.”

Conclusion

With help from LibertyFi, Carnegie Wealth defined its core business processes and implemented the Investnet platform to support them.

“Investnet offers a broad range of powerful capabilities,” says Sheffer. “LibertyFi is essential to our success because they help us adopt and deliver new service offerings to our clients as they are released. We have been able to innovate with confidence knowing that we have LibertyFi’s technical support and ‘know-how.’”

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