



Providing End-clients With Personalized Investment Strategies At Scale

How LibertyFi helps WealthShield leverage Envestnet technology to deliver custom investment solutions to advisors at scale

Overview

Founded in April 2017, WealthShield provides outsourced chief investment officer OCIO services to over 200 advisors across 30 different firms. The company's mission is to help RIAs drive growth by shifting the focus of its advisors from managing portfolios to managing relationships.

To help advisors provide investors with personalized investment strategies at scale, WealthShield needed to configure and manage the Envestnet platform, capabilities that were outside of the company's area of expertise.

On the recommendation of contacts at Envestnet, WealthShield reached out to LibertyFi for help.

"We run a lean operation focused on what we do best— providing investment strategies. Without LibertyFi managing the technology, it would be impossible for us to help advisors build strategy and execute across their book on an ongoing basis."

– Clint Sorenson, Co-founder, WealthShield

Scaling WealthShield's Custom Investment Strategies

With LibertyFi customizing and managing the Envestnet platform, the team at WealthShield can scale its collaborative OCIO investment services.

INCREASING SCALABILITY

With LibertyFi providing technical and operational capabilities, WealthShield is able to scale its service offering to clients. The partnership with LibertyFi advanced the company along its growth trajectory by three to five years.

DELIVERING CUSTOM STRATEGIES

WealthShield enables advisors to provide top clients with customized, white-glove experiences while offering managed solutions to all clients. In accounts that WealthShield wants to track its tactical asset allocation guidance, for instance, it might offer a tactical sleeve or strategy.

LEVERAGING UMA TECHNOLOGY

By using UMA technology, WealthShield can add individual fixed income, restrict, and add alternates, and deliver customized solutions to the end-client, and do it at scale.

Results

With help from LibertyFi, WealthShield is achieving its growth targets:

563%

the growth in platform assets for WealthShield clients since 2017

213%

the growth in platform assets for LibertyFi and WealthShield's mutual clients

"In partnership with LibertyFi, we manage the non-differentiating aspects of an RIA like portfolios and technology so advisors can focus on delivering unique client experiences."

– Clint Sorenson, Co-founder, WealthShield

Next Steps

To fuel growth, WealthShield has taken an ownership stake in one of its clients and plans to look for additional opportunities. LibertyFi is central to those plans.

"LibertyFi provides the foundation for us to buy and manage advisory firms. They're our tech team, operations team, and transition team," says Sorenson.

Conclusion

Through its partnership with LibertyFi, WealthShield has created a scalable outsourced OCIO service that's helping advisors cross the chasm from employee to entrepreneur.

"Advisors can always build custom portfolios for clients," says Sorenson, "but it's time-consuming. They need to weigh up the opportunity cost of managing portfolios. With help from WealthShield and LibertyFi, they're no longer trading time for money, they can focus on serving clients and growing their practices."

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**