



# Streamlining Operations to Drive Success

Advisors at Rehmann Wealth spend more time serving clients because LibertyFi optimized the firm's use of the Envestnet unified advice platform.

## Overview

With \$2.5B in AUM and over 900 associates in offices across Michigan, Ohio, and Florida, Rehmann Wealth offers a wide range of services, including wealth management, accounting, and assurance.

Determined to better manage her distributed team of 28 financial advisors, **Amy Flourry, Director of Operations**, implemented the Envestnet unified advice platform in 2017. Her objective was to deliver more consistent experiences to clients by adopting a comprehensive wealth management platform.

After 18 months of using Envestnet, Flourry wanted advice on how to best configure the platform to Rehmann's needs. She also needed help managing administrative tasks so her advisors could focus on serving clients. Representatives at Envestnet recommended that she contact LibertyFi, the industry leader in Envestnet middle-office consulting and training services.

**"When we met LibertyFi to discuss our needs, we instantly clicked with them. Their team is really experienced, so they understood our challenges right away."**

– Amy Flourry, Director of Operations, Rehmann Wealth

# Delivering More Consistent Client Experiences

To help advisors at Rehmann Wealth focus on delivering more consistent client experiences, LibertyFi provided training and streamlined operations in several ways:

## ADDRESSING UNIQUE NEEDS

To ensure that Rehmann was realizing the benefits of the Envestnet platform, LibertyFi met with the firm's various teams. With a clear understanding of the practice, LibertyFi customized the platform to meet Rehmann's unique practice needs, including account management and compliance.

## ONBOARDING AND TRAINING

With a set of prepared materials, LibertyFi was able to train the Rehmann team quickly to accelerate time to value. The onboarding process got team members up to speed on Envestnet capabilities for performance reporting, money management, and practice management, among others.

## FOCUSING ADVISORS ON WHAT THEY DO BEST

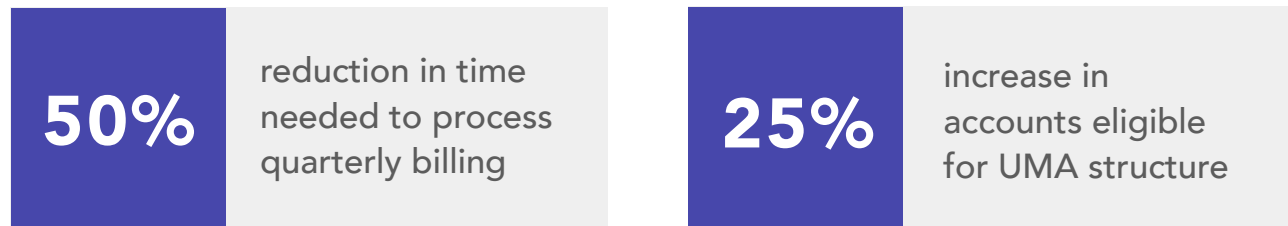
To help advisors focus on serving clients, LibertyFi reduced their administrative and investment responsibilities. The team showed Rehmann's investment research department how to efficiently create and manage models within Envestnet.

## SIMPLIFYING COMPLIANCE

Before engaging LibertyFi, the Rehmann compliance team regularly contacted advisors for information, a process that reduced their ability to serve clients. Working with compliance, LibertyFi configured Envestnet to provide unobtrusive, behind-the-scenes capabilities and alerts for monitoring, reviewing, and overseeing advisor-client interactions.

## Results

After partnering with LibertyFi, Rehmann Financial was able to achieve these results:



**“Within a week or two of partnering with LibertyFi, I was receiving really positive feedback from the entire team. The advisors were more productive and happier because LibertyFi simplified our processes.”**

– Amy Flourry, Director of Operations, Rehmann Wealth

## Next Steps

To eliminate duplicate, inconsistent client data, Flourry is looking to integrate the firm’s CRM system with the rest of its technologies, including Envestnet. She is working with LibertyFi, her first point of contact for Envestnet help, to determine the best way to synchronize client records between the two platforms.

“LibertyFi is a wonderful resource. They know the right people to speak with at Envestnet to accelerate our projects,” says Flourry.

## Conclusion

As a result of working with LibertyFi, Rehmann Wealth has streamlined its operational processes by leveraging Envestnet’s powerful capabilities.

“I can’t speak highly enough about the team at LibertyFi,” says Flourry. “They are very thoughtful and professional business partners who are quick to reach out to see what we need. Everyone here at Rehmann Wealth really appreciates them.”

With deep experience helping over 40 independent, growth-oriented RIAs evaluate their technology needs, the LibertyFi team is the industry leader in Envestnet middle-office consulting services.