



Improving RIA Performance and Increasing Profitability with RIA Analytics

Using insights to improve decision making

Overview

With nearly 900 associates in Michigan, Ohio, and Florida, Rehmann is a professional advisory firm that uses the Envestnet platform to provide wealth management and other services.

Charged by the firm's board of directors to better understand business operations, performance, and revenue, the analytics team at Rehmann applied Envestnet Analytics to access data and gain valuable insights. The team is able to examine portfolio and advisor performance, as well as fee structures, among other aspects of the business.



"Analytics gave us the ability to review our existing fee structures and compare them across our firm and with peer firms. With this analysis, we were able to quickly identify where we needed to make changes to appropriately value the level of services provided and to better align with industry standards."

– Kyle Kujawa, System Support Coordinator, Rehmann Wealth

Gaining Insights into Performance and Revenue

Using Envestnet Analytics, the analytics team can gain and share valuable insights with executives and advisors:

PEER FEE COMPARISON

Envestnet Analytics helps the Rehmann team make decisions on services pricing by providing them with average fee data by household size collected from their peer firms.

FORECASTING THE ASSET PIPELINE

The analytics team looks at proposal stages to see which assets advisors are bringing to the business. If there is a large proposal in the pipeline, team members can contact the advisor to see if they need operational support.

ANALYZING MODEL PERFORMANCE

To help the board of directors better understand the business, the analytics team prepares a quarterly report that details model performance on a risk-adjusted basis against industry benchmarks like Morningstar and the suite of Envestnet models.

ASSESSING ADVISOR PERFORMANCE

Firm principals and home offices can very easily compare advisor revenue, performance, and more against their peers within the firm, the firm as a whole, or the population of Envestnet users.

Results

By applying Investnet Analytics, Rehmann has gained the following benefits:

<h2>Fees</h2>	<p>Analysis revealed that the firm may be able to offer a tiered pricing structure to certain clients without decreasing revenue.</p>
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<h2>Client insights</h2>	<p>The analytics package provides advisors with actionable client insights like asset performance, recent contributions, current allocation, and many others.</p>
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“Before adopting Investnet Analytics, it was a challenge to get the insights we wanted to improve the business. We needed more accessible data to understand performance at the business and advisor levels.”

– Kyle Kujawa, System Support Coordinator, Rehmann Wealth

As Rehmann’s board of directors and advisors increasingly rely on these invaluable insights, the team will continue to leverage the powerful analytical capabilities that Investnet provides.

“Our executives and advisors rely on the data and insights that Investnet puts in our hands to make decisions that directly impact the success of our company,” says Kujawa.

As a result of using Investnet’s analysis tools, Rehmann Wealth is improving the company’s performance by making better-informed decisions based on up-to-date, accurate information.

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