



Driving Efficiency, Client Satisfaction, and Scale Through Outsourced Technology and Asset Management

Founded in 2000 with two offices in Nebraska, CenterPoint Financial Group offers independent financial planning for families and individuals.

CenterPoint faced issues with excessive trading, poor portfolio performance, and a lack of confidence in its previous asset management team, which threatened client relationships.

To help advisors focus on serving clients, LibertyFi delivers platform training and implementation while managing advisors' day-to-day platform requests. In addition, LibertyFi's partner, Aptus Capital Advisors, provides strategic, transparent investment methodology focused on managing downside risk through options-based funds.

The results have been transformative, meeting evolving client needs and allowing CenterPoint to spend more time managing client relationships.

The Challenge

CenterPoint lost confidence in its outsourced asset management team due to several concerns, including underperformance in certain portfolios, excessive trading that failed to benefit clients, and ongoing challenges with compliance documentation. From the underlying trading philosophy to the actual outcomes, the approach simply wasn't aligned with CenterPoint's standards, and there was growing concern that it could cost them client relationships.

The Solution: Custom and structured outsourced asset management

CenterPoint recognized the importance of finding a better asset management solution, and after listening to their challenges and needs in addition to incorporating what they already knew about CenterPoint's culture and values, LibertyFi suggested Aptus Capital Advisors as their new asset management partner. Aptus provides structured, thoughtful methodology for managing assets that matches their own investment philosophy and better aligns with their clients' needs, goals, and unique circumstances.

Key Benefits

Reduced trading

Reflecting a more thoughtful and structured investment methodology

Risk management

Utilizing options-based funds to manage downside risk, which is a unique approach

Operational efficiency

Simplified daily operations as a one-stop solution for trading and asset management

Communication and transparency

Proactive communication about investment changes and tax implications, along with detailed rationale for trades

Client satisfaction

Increased communication between CenterPoint and its clients and performance that aligns with the communicated investment philosophy

"Aptus cares about our clients as much as we do, and that's pretty rare. The shared focus on client service and thoughtful analysis makes Aptus and LibertyFi not just vendors, but valuable partners."

– Doug Riggert, CFP®, RICP®, ChFC®, Partner, CenterPoint Financial Group, Inc.

Results



Operational efficiency: Aptus' streamlined system gives CenterPoint more time to focus on clients.



Improved client experience: Clearly defined, research-backed investment decisions have positioned CenterPoint as a trusted financial advisor for new and existing clients.



Integrated solutions: Having a coordinated team for technology management (LibertyFi) and investment management (Aptus) provides a competitive advantage in scaling the business.

CenterPoint has also seen significant intangible results, including a renewed feeling of trust in the asset management process and a better risk management process through options-based strategies.

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

Learn more at libertyfi.com.

Aptus Capital Advisors is a team of credentialed portfolio managers dedicated to supporting financial advisors in managing client portfolios. Aptus prides itself on being a partner to fiduciaries, offering support in risk mitigation and ensuring consistency in messaging to bolster client confidence in the benefits of long-term investing.

Connect with Aptus at aptuscapitaladvisors.com.

Authored by LibertyFi based on information gathered from responses given during an interview with CenterPoint. No compensation was provided to CenterPoint from Aptus Capital Advisors or LibertyFi for their participation.

Client experience documented within is not indicative of all relationships. There is no guarantee that the same service will be provided in the future. Advisory services are offered through Aptus Capital Advisors, LLC, a Registered Investment Adviser registered with the Securities and Exchange Commission. Registration does not imply a certain level of skill or training. More information about the advisor, its investment strategies and objectives, is included in the firm's Form ADV Part 2/Form CRS, which can be obtained, at no charge, by calling (251) 517-7198. Aptus Capital Advisors, LLC is headquartered in Fairhope, Alabama. ACA-2506-31