

# eMoney Advisor Client Success Story: Peachtree Planning Corporation

## Challenge

David Burch, thirty year resident of Atlanta and top fifteen advisor for Peachtree Planning Corporation, decided to move permanently to Sea Island, Georgia, earlier this year. David viewed Sea Island, known as an exclusive, wealthy enclave, as the ideal spot to grow a high-end financial and estate planning business. David knew the transition to a new location would be easier using a wealth management software system that supported his client base.

David discovered the eMoney system back in January 2004, when he had just started at Peachtree.

He was approached by eMoney Advisor Sales Executive Scott Smith, whom he had known throughout his career. Now with eMoney, Scott thought David would be interested in a wealth management system that had features and functions including sophisticated planning techniques, that would assist The Guardian with its sales goals. The Guardian had been seeking a system that had not only account aggregation and document storage, but the ability to serve their high-end financial planner's requirements. Over the next two months, Peachtree began using the system.

## Solution

David has approximately thirty clients now on the system. At Peachtree more than thirty-five advisors are using the system. These advisors garner fees ranging from a minimum of \$1,500 to an average of \$8,000 with several clients paying \$15,000. David has had to add staff to handle his increasing

number of clients and to administer the system. He now has a partner, two junior partners, and three full-time assistants. The assistants scan documents, assist clients in setting up aggregation, and troubleshoot any technical issues clients have with the system.

## Benefit

David feels the eMoney system offers his clients real value. The client facing features of the system, such as aggregation, the Vault, and the comprehensive overview of finances are extremely valuable to clients and offer tangible benefits. David says the financial planning fee he charges becomes incidental - and is recurring. Though David does reduce his fee after the first year, it increases as a client's Assets Under Management grow, so David's success as a financial planner is linked to the increasing fee.

Peachtree has a rather systematic approach to fee-based financial planning. David enjoys the numerous benefits of eMoney's system using this approach. During Phase One of his client relationship, the Design Phase, David uses the system to help the client get organized and to demonstrate how assets are interacting with one another. During Phase Two, the Implementation Phase, David will retrieve valuable documents and ensure they are uploaded to the client's Vault. Because he has access to a client's important documents, such as insurance, will, etc., it is possible to do side-by-side comparisons for clients and, where desirable, provide pitches for alternate coverage through one of David's alliances.

During Phase 3, The ScoreKeeping Phase, David performs reviews of the client's progress and includes the client's personal website and aggregation. Here David will demonstrate how his wealth management solution is helping the client increase his or her networth. The agency has been able to combine its systems with the beneficial features of the eMoney system.

The automated, collaborative nature of the system enables David to keep in touch with his clientbase - despite his relocation to Sea Island. This will enable him to build a new clientbase while retaining his longtime clients. It will also help him keep clients who decide to move away in today's mobile economy.

David says that eMoney's system has offered him numerous opportunities to add value for clients. In one example the system's alerts notified him of a \$500,000 drop in a client's SEI Account. As it turned out, SEI was simply doing a change in asset allocation, and everything was fine. However, the client was extremely impressed with the speed with which David could address the problem - and put his mind to rest. This capability, David says, is not to be underestimated.