



# Improving RIA Performance with Analytics

Using firm and advisor insights to improve decision making

## Overview

With nearly 900 associates in Michigan, Ohio, and Florida, Rehmann is a professional advisory firm that uses the Investnet 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 Investnet 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.



**"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

# Gaining Insights into Performance and Revenue

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

## **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.

## **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.

## **TRACKING ASSET FLOWS**

The team can examine asset flows at the branch or advisor level. If a branch or advisor is experiencing inflows, the team can determine why. Conversely, if assets are flowing out, the team can see if it's because of normal distributions or perhaps the departure of a client or advisor from the firm.

## **ASSESSING ADVISOR PERFORMANCE**

Firm principals and home offices can compare advisor revenue, performance and more against their peers within the firm, the firm, or the population of Envestnet generally.

## Results

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

### Fees

Analysis revealed that the firm may be able to offer a tiered pricing structure to certain clients without decreasing revenue.

### Client insights

The analytics package provides advisors with actionable client insights like asset performance, recent contributions, current allocation, and many others.

**“We now have the insights we need to drive revenue and improve operations. Advisors can use the self-serve features to gain the insights they need to improve their practices.”**

– 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 Envestnet provides.

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

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



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