CASE STUDY

LIBERTYFI

CenterPoint Outsources Capabilities to Scale Its Business

How CenterPoint Financial Group is growing its business by partnering with ORG Partners.

Overview

Founded in 2000 with two offices in Nebraska, CenterPoint Financial Group provides independent financial planning for families and individuals. To help advisors focus on serving clients, President and CEO Nate LeGrand decided to partner with ORG Partners, an advisor services organization that provides tools, operational solutions, and investment support services needed to gain true independence.

In order to break away from the wirehouse world, Nate needed to transition his 800 client accounts to a new custodian and tailor portfolios to his clients' needs, a challenging and time-consuming effort.

ORG Partners maintains a strategic network of supporting partners that can provide advisors with guidance and oversight during onboarding. A notable partner is LibertyFi, which delivers platform training and implementation, and handles advisors' day-to-day platform requests.

By providing middle office support for the Envestnet platform, LibertyFi helped transition the CenterPoint team.

> **"Working with ORG Partners and LibertyFi is a natural fit for us. As financial planners, we spend a lot of our day meeting with clients and helping them attain their goals. We're strong believers in using an outsourcing model."**
>
> – Nate LeGrand, President and CEO, CenterPoint Financial Group

Scaling the Practice by Outsourcing Non-Differentiating Services

By outsourcing investment and technology management to ORG Partners and LibertyFi, CenterPoint has been able to scale its business while continuing to satisfy clients.

FOCUSING ON CORE CAPABILITIES

With ORG Partners and LibertyFi managing important middle- and back-office support services, advisors at CenterPoint can focus on meeting with clients, considering their needs, and helping them attain their goals.

GAINING INVESTMENT EXPERTISE

Using the advanced portfolio research and investment management capabilities of the ORG Partners team, CenterPoint was able to tailor portfolios for the transition that helped the firm's retired, risk-averse clients.

TRANSITIONING CLIENT ACCOUNTS

ORG Partners transitioned 800 client accounts to their new custodian in just 30 days. LibertyFi ensured all of the accounts were set up for billing while also converting 735 accounts into managed products, a process that might otherwise take between three and four months.

ONGOING SERVICE, TRAINING, AND SUPPORT

In addition to overseeing the entire transition process, ORG Partners and LibertyFi provide service, training, and support as needed to help advisors manage their day-to-day business.

Results

Together, ORG Partners, LibertyFi, and CenterPoint accelerated the transition process:

800/30 800 client accounts transitioned within just 30 days

735 accounts converted into managed products

> **"Our relationship with LibertyFi and ORG Partners is vital to the success of our growth strategy. We rely on LibertyFi to manage our technology and to customize our workflows."**
>
> – Nate LeGrand, CenterPoint

Next Steps

Working to help other advisors like Nate gain true independence, ORG Partners is actively recruiting advisors with a plan to at least double assets under management by the end of 2021.

"By working with ORG Partners, advisors can outsource their non-differentiating functions including investment and technology management to focus on what they do best, working with clients," said Clint Sorenson, Co-founder, ORG Partners.

Conclusion

Working with ORG Partners and LibertyFi, CenterPoint Financial Group has the partners it needs to satisfy clients by helping them attain their goals.

With deep experience helping over 40 independent, growth-oriented RIAs evaluate their technology needs, LibertyFi is the industry leader in Envestnet middle-office consulting services. **Learn how we can help you: libertyfi.com**