

# CapGroup Advisors

A search for improved client reporting led CapGroup Advisors to make a host of practice-enhancing upgrades with help from Adhesion

## EXECUTIVE SUMMARY

Current reporting and investment management processes could no longer handle CapGroup's growing client load and complex investment needs. With the help of their parent company, Focus Financial Partners, CapGroup began to revamp their legacy systems. Their initial goal was to improve client reporting. CapGroup engaged Adhesion's Reporting Services and was so pleased with the results that they asked Adhesion what they could do to help them upgrade their investment management. Adhesion provided a process that allowed CapGroup to deliver their investment programs to clients via a UMA vehicle with external overlay portfolio management. As a result of their work with Adhesion, CapGroup redefined its entire approach to delivering investment management.

## PROBLEM: A patchwork of outdated legacy systems

After 30 years, CapGroup used a patchwork of external and internal operations resources to support its diverse array of client services. In recent years, these legacy systems had become increasingly inefficient and were no longer able to keep pace with the firm's demands for providing its clients with customized portfolio solutions and meaningful reporting. In 2010, with assistance from their parent company, Focus Financial Partners, CapGroup began an initiative to upgrade and revamp its legacy systems to provide more client capacity and operating leverage with its present support staff.

## GOAL: Improve client reporting

Initially the goal was to improve client reporting. CapGroup needed to provide customized reporting, featuring both electronic and hard copy delivery depending on client needs. Also, CapGroup wanted to enhance its clients' online query experience and make it more convenient for clients to access current account data.

## BOTTOM LINE BENEFITS

- **More time.** Internal staff have been freed up to focus on advising clients and developing the business.
- **More capacity.** CapGroup can now bring on additional books of business without having to be concerned about the added operational load.
- **Happier clients.** Clients are getting a more clear and comprehensive picture of their portfolio and its performance — in print, online and via mobile apps.
- **Stronger brand identity.** CapGroup is projecting a more distinctive image to its clients.
- **Enhanced competitive edge.** Superior investment management and delivery processes make CapGroup well-positioned to compete for and service substantial asset growth in their institutional and wealth management markets.

## THE SOLUTION: Consolidate and outsource client reporting functions

CapGroup decided to engage Adhesion and use our Reporting Service. Before onboarding with Adhesion, the CapGroup had to pull the plug on the previous vendor's cumbersome data transfer process. Thanks to Adhesion's efficient implementation methods, that step was no longer necessary.

## THE RESULTS: Online reports. Flexible portfolios. A redefined approach. Clients' enjoy access to detailed online reporting.

After a quick implementation, CapGroup advisors were able to leverage Adhesion's powerful online inquiry tools for monitoring and analyzing the activity, holdings and performance of their clients' accounts. Clients can access CapGroup's branded online portal to retrieve reports and view portfolio details.

## But wait! There's more: Enter UMAs and external overlay management

With their client reporting greatly improved, CapGroup turned to Adhesion to upgrade their investment management. With a complex book of business ranging from wealthy individuals to institutional portfolios, Adhesion was able to help CapGroup leverage their investment consulting expertise to establish flexible, model-based investment programs that could be applied across their diverse group of clients.

Adhesion provided a structure and process by which CapGroup could deliver their investment programs to clients via a UMA vehicle with external overlay portfolio management. As a result, CapGroup was able to consolidate its research efforts and provide closer account management and tighter risk control over client portfolio strategies. In addition, CapGroup will be able to take advantage of sophisticated tax management strategies, allowing taxable accounts to improve their after-tax performance results.

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## A new beginning: Multimanager allocation strategies

As a result of their work with Adhesion, CapGroup redefined their approach to delivering investment management. The firm has created multimanager allocation strategies for implementation via Adhesion UMAs. Adhesion has added some of CapGroup's preferred investment managers to provide the models that CapGroup will incorporate in its new investment management programs. □

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