



Case Study: Tuck-in to Freedom & Dedication



Summary of Services Provided

- Coordinated with advisor administrative staff
- Developed client specific coverage strategies
- Integrated client communications reinforcing team-based coverage
- Monetized practice providing tax-efficient diversification
- Enabled advisor focus on the “fun” parts of the business

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For several of our wealth advisors, the move to the smaller, friendlier confines of Fairhaven was a welcome change of scenery. The focus at larger, wirehouse-type firms is often on pushing sales and boosting an ever-expanding bottom line, as our Jennifer explains: “The focus for (my former firm’s) financial advisors drastically shifted away from maintaining and supporting customer relationships and solutions into more of a high-volume, heavy transactional workplace for its advisor staff. As much as I tried to carve a home for myself and my clients, I could not,” Jennifer says.

At Fairhaven, however, our singular dedication to clients, and the independence that that focus brings about, is an attractive quotient for advisors. Kurt notes, “My background has always been in the independent channel. I wanted to keep my independence, while still working on a team to manage investments, administrative tasks, marketing, and communications. I wanted a firm with a culture that was focused first on the clients, by having plenty of support staff, a sound investment strategy, and balance between firm growth and ability to care for existing clients.”

For Fairhaven wealth advisor Gerry, the move to Fairhaven allowed him personal freedom, including more time to spend with family, and the space to cater to his clients’ needs. “I strive to be a trusted advisor and hope that I am the person my clients call first when any financial questions come up. I have many clients I have known for 15-20 years, and those long-term relationships give me a lot of professional satisfaction,” Gerry says. After all, “I often feel like I am a trusted member of the family,” Gerry notes.

Jennifer, Kurt and Gerry, each sought an advisory firm that would meet their collective common goals:

- A smaller, friendlier, more personable, collaborative environment, with a culture of “mutual admiration.”
- A place free from sales pressures, quotas, and conflicts of interest
- A place where clients’ best interests (not firm bottom line) truly come first.
- An open-architecture investment platform, with no proprietary products.
- Flexibility – of schedule, of clients, of products, of specialties. freedom, flexibility, and choice to build a business that reflects who they are and how they want to best serve their clients.

- A seasoned team to handle compliance, administrative and operational tasks.
- A long-term commitment to support and grow their practices in their own unique ways.
- A place where advisors can benefit from the overall success of the firm.

The Fairhaven Solution

- Advisor/Staff Ratio < 2:1
- Culture of “Mutual Appreciation” (per the staff!)
- Unique Video Marketing + Radio + Television
- Financial Participation in Proven M&A and Continuity
- Advisors Paid Like Owners
- Dedicated Business Development Specialists

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