

Top 35 Bank Portfolio Manager

Top performing PM at a top 35 bank* lands a prospect with the help of Smartleaf's software and client services.

In this case study, we visit with Susan, an experienced senior portfolio manager (PM) to determine how Smartleaf enables her to win and retain clients.

Susan has over 37 years of investment experience and has been using Smartleaf to manage her book of business since 2008.

Summary

Susan describes how she:

- Won an investment management opportunity for \$13 million
- Crafted her pitch to highlight customization capabilities that Smartleaf offers
- Collaborated with Bob McKinley, Smartleaf's VP of Client Services, to accommodate an unusual request

Interview

Q How did your relationship with this prospect start?

A This investment management prospect has been a long time client of my firm both personally and commercially (through the company he ended up selling). He had such a good, long-term relationship with one of our bankers that when he sold his company, he agreed to give us a meeting to discuss how we manage money for our clients.

Q What was your approach and messaging with this prospect?

A We went into a little more detail than normal because he was a tech guy. I gave him an example highlighting the granularity of Smartleaf's customization capabilities. When discussing next steps, he requested a demo of Smartleaf, which I immediately agreed to. However, I didn't realize until I returned to the office that no one at my firm or Smartleaf had ever shown an end-client (investor) a demo before.



Q How did you make the demo happen?

A I collaborated with Bob McKinley, Smartleaf's VP of Client Services (he is always available when I have an issue arise), and Brett, another PM at my branch. After putting our heads together, we figured out a way to make the demo work.

We created a "What-If" account (this creates a scenario showing how assets could potentially be managed on Smartleaf), put the prospect's name on it with the dollar amount he had to invest, and displayed the way we would allocate it among our managers. Bob, Brett, and I went through the application page by page, showing him all the workings of Smartleaf from tracking to tax minimization to social and industry restrictions.

Q What was the outcome?

A We really weren't sure we would get any business from him due to the tough competition, which included several prominent national firms serving the UHNW market. The best we hoped for after our discussions with him was for a split of his money, but he ended up giving us all of it. I think the story Bob told about the founding of Smartleaf really resonated with him.

Q That's great. Can you give another example of a collaboration between you and Smartleaf client services that was beneficial in helping a client?

A Yes, years ago a client told me he could not own any alcohol or tobacco stocks in his portfolio because of his position in the medical community. I put those restrictions in Smartleaf for

*Based on consolidated assets as determined by the Federal Reserve as of March 31, 2018

his account, but I was puzzled that Coca Cola and Exxon were included in the restriction filter. Neither would seem to be an alcohol or tobacco company.

I called Bob, and after he researched it, he came back to me with the fact that Exxon has a subsidiary that makes the cellophane used to package cigarettes, and Coca Cola uses a distributor in Latin America that distributes alcohol.

While my client ended up being fine buying both of these stocks (which was easy to implement within the Smartleaf system), he loved the granularity we could accomplish.

Q A deep dive into Smartleaf for end-client investors sounds unusual – what do you usually tell prospects about the system?

A It varies, but I usually highlight at least one feature—whether it is tax efficiency, customization, or social restrictions (which are becoming a more important topic).

I always talk about the capabilities Smartleaf enables us to provide clients in every prospecting meeting, as do other PMs, even if just at a high level.

Q How do you think the software enhances the value you're able to provide?

A Smartleaf allows me to provide my clients more tax management and customization. Clients don't usually care about the technology itself, but they do care about what it enables me to do for them.

Q How does Smartleaf compare to other technology you've used to manage your book?

A I have been using Smartleaf for the last 10 years. This is the first system I have used that stresses tax efficiency. I have been managing money for so long that I can remember using paper tickets, so the difference is huge for me and my clients. It simplifies their lives because we can provide them diversification by using several different managers, but in one account so they receive one statement, one tax worksheet, and can view one account online to see everything.

Q What would you tell someone who's considering using Smartleaf?

A I'd tell them not only everything that I have mentioned previously, but I'd add that Smartleaf is more than a great selling point—we have a great partnership with them too. Bob is always willing to go the extra mile for me and is only a phone call away. It is clear that he, and the rest of Smartleaf, care about my success.

About Smartleaf

Smartleaf is the market-leading provider of automated portfolio rebalancing solutions. Smartleaf applies institutional-grade analytics to address the challenge of managing customized, tax-optimized portfolios at scale. Smartleaf was founded to make it possible for all investors to have their portfolios managed in a way that was once the exclusive preserve of the ultra-high-net-worth investor. With its innovative Taxes Saved and Health Checks reports, Smartleaf is transforming the client experience, enabling wealth management firms to show each investor a personalized record of continuous oversight, meticulous care and exceptional value. Smartleaf was founded in 1999 and is headquartered in Boston, Massachusetts.

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