Vestmark®

EMPOWERING GROWTH: A GUIDE TO SELECTING THE RIGHT WEALTH MANAGEMENT PLATFORM

8 Factors to Focus on When Making Your *Final Decision*

As you start to narrow down your options, make sure that the technology you're choosing is going to move you in the right direction. **So as you make your final considerations, it's important to ask your potential partner about these eight factors — all of which have the potential to either support or hinder your pathway forward, depending on their answer.**

01. CLIENT EXPERIENCE

Do you have a clear understanding of how their platform enhances your clients' experience? For example, you could ask them about potential client-facing features including client portals, communication tools, and personalized reporting.

02. INNOVATION & ROADMAP

Do you have a good understanding of what sort of path the company is currently on? If their roadmap veers off course from what you're looking for in a long-term partner, it may limit their ability to serve you well in the future.

03. SCALABILITY & FLEXIBILITY

How will their platform accommodate for your future growth and evolving needs? You likely have plans to grow and scale, and your technology providers should be able to grow alongside you to meet your evolving needs.

04. PRICING & TRANSPARENCY

Make sure you know exactly what you're going to be charged for and what you're getting for that price. Ask about the possibility of additional costs in the future or any hidden fees you may be unaware of now.

> "It's really about understanding the path of the company you're going to partner with. You want to continue to grow together because you're going to need to leverage that partner for new things in the future that you haven't yet talked about."
>
> ROBERT BATTISTA, SVP, HEAD OF ADVISORY SOLUTIONS AT VESTMARK

05. DATA OWNERSHIP & SECURITY

Be sure to ask your potential provider what their data ownership policies are like and what sort of processes are involved in the event you want to export data in the future. Additionally, make sure your partner has adequate cybersecurity measures in place to protect your clients' sensitive and confidential data.

06. COMMUNITY & SUPPORT

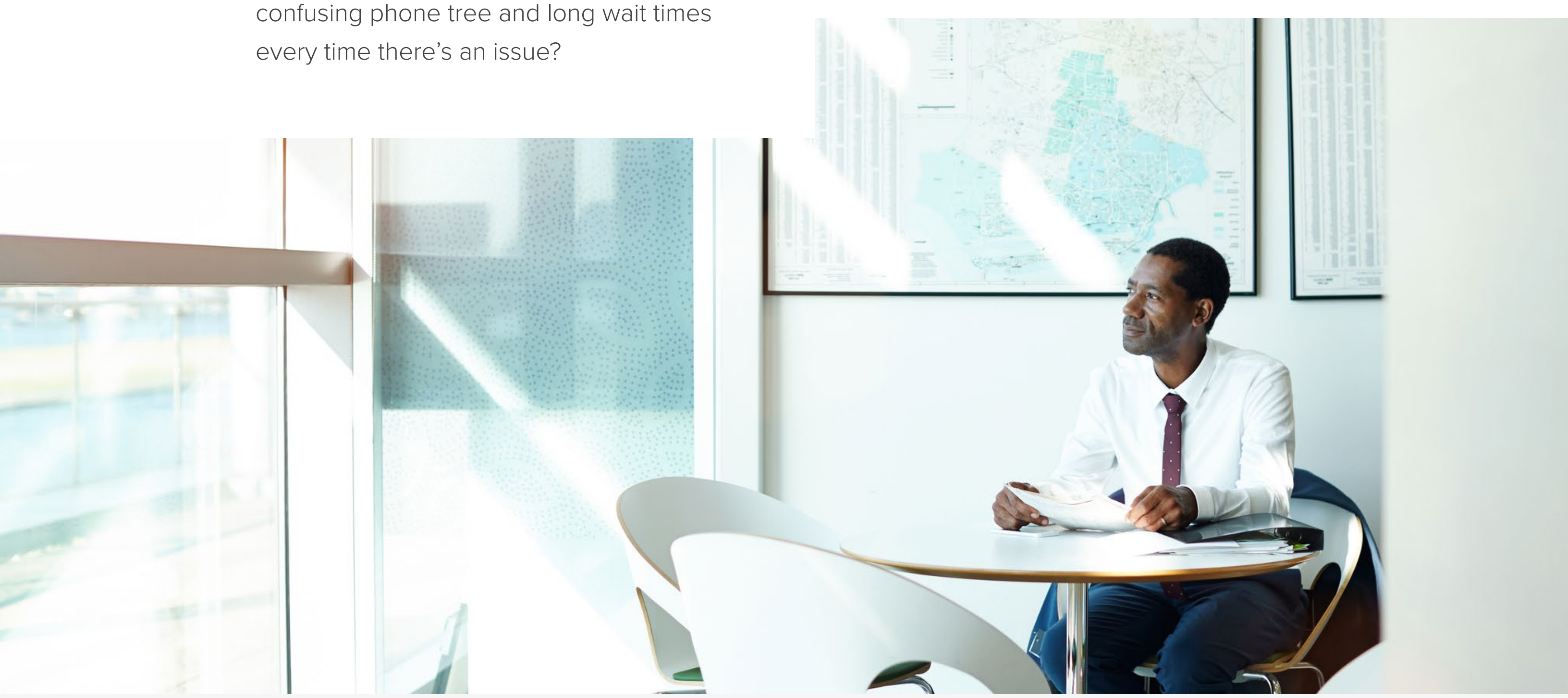
Will your potential provider give you ample access to training resources? Are there user forums to connect with other users? Will you have a dedicated customer service representative, or are you subject to a confusing phone tree and long wait times every time there's an issue?

07. REFERENCES & CASE STUDIES

Ask the provider to share relevant case studies of successful implementations and provide references from previous customers. If they don't have any proof of satisfied customers quite yet, they still may be a little too new or unestablished to serve your long-term needs.

08. COMPLIANCE CONSIDERATIONS

Tech providers who specifically serve wealth management professionals should be well aware of your compliance needs, but it's always good to double-check what their specific standards and processes are.



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