eMoney Advisor Client Success Story:

Carson Wealth Management Group

Challenge

Based in Omaha, Nebraska, Carson Wealth Management Group is a wealth planning and investment services firm whose financial professionals are affiliated with Linsco/Private Ledger (LPL). The firm has a broad base of clients and more than $900 million dollars under management. Ron Carson, president and founder of Carson Wealth Management Group, wanted to be able to offer better, more comprehensive services to his client base. Ron knew that being able to consolidate his client's assets and integrate the advice he and his team were providing was key to the firm's long-term success.

"We knew that our clients needed a broad wealth management service that could take all their assets into consideration and ensure that the advice they were receiving was relevant across their entire financial spectrum. We wanted to be the ones to provide that."

Solution

Carson Wealth Management Group adopted eMoney's system in February of 2004. "In order for us to service and support our growing base of clients, we knew that we needed an automated way to consolidate accounts, integrate our advice, and provide better service. We also wanted to be more effective as a team," said Carson.

Just five months after adoption, Carson Wealth Management Services broadened its service offerings by adding a full-time wealth plan design specialist. In addition, the holistic financial view that the firm now gets with each client has improved the way it does business. "Before eMoney, our ability to provide a holistic plan was very labor intensive. We now have a robust wealth planning system that simplifies our efforts, but is robust enough to deliver the right level of detail."

Benefit

After just six short months of actively using and promoting eMoney's system, Carson Wealth Management Group is already enthusiastic. The firm has increased its planning fees, and now has fees that are one-quarter of one percent of the client's net worth, with a minimum of $2,500. Carson's clients are equally enthusiastic, and most have begun using their client financial home page. "The clients like seeing their finances consolidated and updated daily as much as we do."

"With eMoney's system, we are able to take our comprehensive wealth planning and client recommendations to the next level," said Emily Hamman, wealth plan design specialist for the Carson Wealth Management Group. "Now there is a collaborative approach that is vital to the planning process. We are communicating more with each other and sharing new ideas. It's very exciting."

Carson Wealth Management is also benefiting from greater-client satisfaction. "Our clients comment on our new wealth-management system and how much they like it," said Carson. "It helps them feel organized and in control - no matter where they are."

In addition to his wealth planning practice, Ron is the President of Peak Productions, a training and software company that has become one of the country's top resources for financial advisors seeking to make significant improvements in their businesses and their lives. Peak Productions offers the Quest of Excellence coaching program and the Breaking Away Relationship Management Software System, which are being used by hundreds of the nation's top financial advisors. He adds, "I'm an advocate. If you are a top planner or advisor to the affluent and high net worth marketplace, this system is a must have. I tell other advisors about it everywhere I go."