

eMoney Advisor Client Success Story: Delaware Valley Financial Group

Challenge

Delaware Valley Financial Group, (DVFG), a regional insurance and financial advisory firm with approximately 150 associates in offices throughout the mid-Atlantic region, knew they needed help if they were going to continue to grow and build their practice. Consolidation of high net worth clients' assets, sophisticated planning, and practice management were getting more and more labor intensive. Productivity was declining.

The firm needed automation of key functions that would make it more efficient and more valuable to this group. According to DVFG's Executive Vice President of Financial Planning, Ray Ianni, CFP, ChFC, "We needed to find a technology that would make our team more efficient and eliminate the unproductive manual entry that was consuming valuable time in serving the high net worth market."

Solution

Ray was first introduced to eMoney Advisor when he participated in a pilot that was jointly sponsored by DVFG and its Broker/Dealer, Princor Financial Services Corporation. The results were tremendous, and Ray immediately brought eMoney into DVFG permanently as the planning platform for their high net worth clients. eMoney's system was exactly what DVFG needed to address their client account consolidation challenges, and help them streamline their planning and reporting capabilities and practice management.

"It is a tremendous productivity tool, as well as a sophisticated planning package," said Ianni. "The 'What if' scenarios give us a wonderful ability to show our clients the impact of different

planning options, and the Advisor Dashboard allows the advisors to manage their client base efficiently and effectively." The eMoney system also provides tremendous benefit to clients through a robust Client Financial Home Page, an online document Vault, and the ability to view their financial status whenever and wherever they need it – all updated nightly.

"Our clients love the Vault and the feeling of organization and control that they get when they see the system," said Ianni. "When you can present something like this to your clients, it makes them feel you have everything under control and elevates your status in their eyes."

Benefit

DVFG has been on the eMoney system for just six short months and is already reaping the benefits. "We have increased our fee income by 15-20 percent, and we are increasing our insurance and investment sales by another 15-20 percent," said Ianni.

"More important, it is giving us a strategic advantage in the market and elevating the brand of our firm. This type of technology together with our services creates a highly professional and cutting-edge instrument, which has added prestige to the

way others view us – both clients and alliance partners." To date, the firm has focused primarily on moving existing customers onto the system and putting into place fee-based relationships. New clients are introduced on a select basis. "We are committed to this approach and have developed a tremendous relationship with eMoney in terms of training, support and marketing materials. Our ultimate goal is to put our top 25 advisors on the system and approximately 500 clients."