1st Global
RESEARCH & CONSULTING

EMPOWERING THE CPA WEALTH MANAGEMENT ENTERPRISE

The **Enterprise Empowerment Initiative** (EEI) is a comprehensive undertaking to transform the way 1st Global affiliated CPA wealth management firms operate. The initiative is made up of more than 20 separate projects intended to empower the multiple systems needed to build and grow thriving wealth management enterprises.

LIFECYCLE OF A CPA WEALTH ENTERPRISE

FEATURES AND BENEFITS OF THE EMPOWERED ENTERPRISE

Licensing

- Online licensing system with self-service functionality
- Streamlined licensing and registration fee payments
- Paperless licensing processes
- Automated continuing education reminders
- Streamlined renewals process

Enterprise Portal

- Universal user experience
- Relevant, timely and accurate information delivery
- Enhanced business intelligence
- Knowledge center
- Device-agnostic, dynamic user experience
- Enterprise search functionality

Marketing and Growth

- Inbound marketing and lead generation tools
- Client acquisition strategies and resources
- Dynamic digital marketing resources
- Campaign segmentation and automation
- "Best-of-breed" resource partners

Processing/Cashiering Document Management

- Digital document management
- Integrated cashiering platform
- Digital check deposit capabilities

Proposal Generation

- Separate proposal and new account processes
- Simplified advisory proposal creation
- Easy updates to existing proposals
- Wealthscape℠ integration

New Accounts/Maintenence

- eSignature
- Intelligent forms and paperwork wizard
- Reduced paperwork errors
- Electronic account opening (brokerage and advisory)
- Uniform account opening process
- Decreased cycle times
- Set risk profile and targets by household
- Integration with Envestnet portfolio accounting system
- New alerts and status update features
- Risk profiling by asset class/security scoring
- Mobile applications
- CRM integration
- Simple client and account data management

Practice Management and Resource Integration

- Real-time service and consulting
- Redtail CRM integration
- Full Wealthscape℠ /NFS integration
- Comprehensive training plan and instructional resources

Surveillance and Regulatory Review

- Rapid response to regulatory inquiries and customer complaints
- Better business intelligence on client activities
- Enhanced risk mitigation

Advisor Compensation and Billing

- Broader reporting capabilities
- New commission-splitting capabilities
- Improved advisory billing process
- Enhanced quality control
- Increased transparency, education and service
- Enhanced self-service
- Flexible payment dates
- Mobile/tablet compatibility

Portfolio and Model Management

- Digital unified managed account interface
- Expanded lineup of asset managers
- Ability to compare portfolios
- Enhanced model management/asset allocation capabilities
- Enhanced portfolio review capabilities
- Enhanced research capabilities
- Multi-account model management (One change affects 100 accounts)

Trading

- Intuitive trading interface
- Customizable account/trade viewing options
- New tax-aware overlays
- Enhanced system performance
- Multiple rebalancing options

Performance Reporting

- On-demand performance reporting
- Enhanced benchmarking capabilities
- Efficient, timely and more in-depth performance information

Compliance

- Centralized hub for all annual and ongoing compliance requirements
- Enhanced advertising review processes
- Simple advertising submissions
- Prioritization of specific advertising requests
- User-friendly outside business activity submissions
- Expanded advertising review notifications
- Improved office inspection process

BE MORE. PLAY LARGE. LET GO.

CPA Wealth Management and Practice Growth Consultants

1st Global is the largest independently owned wealth management partner to nearly 400 CPA, accounting and legal firms across the United States. The company was founded in 1992 by CPAs who believe that accounting, tax and estate planning firms are uniquely qualified to provide comprehensive wealth management services to their clients.

1st Global is a research and consulting partner that provides CPA, tax and estate planning firms the education, technology, business-building framework and client solutions that make these firms leaders in their professions through dedicated professional client relationships built around wealth management.

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