

For Immediate Release



Contact: Dennis Gallant
President, GDC Research
508-397-9296

New Research Examines RIA Wholesaling Best Practice and the Use of Information and Touchpoints to Identify Distribution Opportunities

BOSTON, MA – Despite being a well-established distribution channel, RIAs only have moderate levels of satisfaction with wholesaling and sales support. In fact, only half of RIAs surveyed (51%) believe Asset Managers and Product Providers understand their practice and approach to managing assets and identifies the need for firms to improve their distribution efforts according to a new report by **GDC Research**.

The report “**RIA Wholesaling Best Practices: A Qualitative Approach to Effective Distribution**” employs a qualitative technique to understanding the various methods and success factors used by Asset Managers and Product Providers in delivering RIA wholesaling and distribution support. The research is based on in-depth interviews with wholesalers, distribution executives, RIA custodians, RIAs, and related industry experts and vendors, as well as an online survey of RIA/advisors.

“Firms spend a lot of capital and resources on data and CRM capabilities, yet it hasn’t generated satisfactory returns mainly because gathering information directly from RIAs and leveraging various touchpoints is an area of weakness for most firms,” says Robert Steele, Consultant, and co-author of the report. *“Every point of contact with an RIA presents an opportunity to gather additional effective information, learn about their practice, their needs, interests, and pattern recognition which helps drive sales and the sales process”*

The 70-page report offers perspectives from all sides and levels in the marketplace to identify best practices and prescriptive action steps that Asset Managers and Product Providers can incorporate into their RIA distribution strategy. Among key findings of the research:

- No standard wholesaling model employed in the marketplace
- Increasingly crowded marketplace with half of RIAs surveyed stating that the level of wholesaling activity has increased over the past 2 years
- The RIA sales cycle is distinct and longer than traditional advisor channels
- Responsiveness and competitive insights are key differentiators
- Experienced External Wholesalers are highly valued, but the importance of Internals and Hybrids is rising
- RIAs are increasingly formalizing their investment management process
- Collaboration with Custodians and with other Asset Managers/Product Providers is key for accessing RIAs
- CRM adoption among RIA wholesaling teams is mixed
- Firms need to improve tracking and better understand the sequencing of RIA touchpoints

“Many of the firms interviewed employ a variety of best practices in supporting RIAs, but few firms employ them all and many fall short with their execution. The goal of the report is to aid firms in reviewing and re-evaluating their current and prospective distribution efforts” says Dennis Gallant, co-author of the report. *“Sales Management needs to be actively engaged with the wholesaling team to ensure the use of CRM tools, with rating RIA opportunities, and in managing sales and senior management expectations.”*

For more information or to purchase the report contact: **Dennis Gallant, 508-397-9296, email gallant@gdcresearch.com or visit www.gdcresearch.com**

About GDC Research

GDC Research provides consulting services, market research, competitive analysis, tactical and strategic planning, business development, market validation for asset managers, insurance firms, broker-dealers, banks, clearing firms, and custodians, as well as various third-party service and technology providers and is highly skilled in conducting in-depth interviews and surveys with key industry executives, experts, and financial advisors across all channels. GDC also publishes numerous reports and white papers on various topics such as advisory trends, product/asset management distribution and wholesaling, retirement income, wealth management, portfolio construction, and financial advisor trends. www.gdcresearch.com