

## Video Title: The Top 3 Reasons Why Now is the Time to Become an RIA

Host: John Peluso, Head of First Clearing

### Speaker Name

John

### Text

Hi. I'm John Peluso, and I've been helping hundreds of independent-minded advisors and RIAs succeed for more than 20 years. A lot has changed over two decades but one thing hasn't. And that's the motivation of top advisors to do what's right for their clients and by doing so build a successful business.

Today, leading advisors working to serve clients effectively and grow a business are turning in a different direction. They are becoming independent RIA. If you're a successful advisor at a wirehouse, a regional firm or an independent BD, let me give you three reasons why I believe this is the right time to make the RIA choice. First is autonomy.

What do I mean by autonomy – operating your business with a more nimble, local culture. When I work with top advisors who've become RIAs, they often say that the Number One thing they gained was a more flexible client service model. As an independent RIA, you operate in an open architecture environment which allows you to choose and build your tech stack and to have access to an open array of products. You decide on your policies and procedures, not those of a larger firm. And, you set pricing for your services. The bottom line is that as fiduciaries, RIAs enjoy a special relationship with their clients without many of the conflicts that can exist at a wirehouse or a broker-dealer. With clients-first being the organizing principle, RIAs are free to build precisely the kind of business they want. That's more satisfying and rewarding for you *and* your clients. Even better, it's now easier than ever to access that kind of freedom and become an RIA.

Reason number two is the opportunity to build a sustainable business and leave a legacy. Up-fronts and forgivable loans are one thing. But they don't last. A successful RIA business is truly a business, not a practice. It has enterprise value distinct from the efforts of any one individual and provides more options in seeking business capital to invest in your business. Building a business whose culture and spirit you have molded and nurtured establishes a legacy for your family, your clients and your employees. A business that lives on and embodies your values is something that no one can ever compromise.

Finally, the time is right to become an RIA because more and more clients and prospects are expecting and demanding the hallmark of the RIA experience – which is a fiduciary holistic level of care. If you've always felt that your fiduciary hat was the one that fit you best, now you can wear it full time. When your clients know that, they'll come with you. The numbers we track demonstrate that when advisors go independent as RIAs, their replication rates are some of the highest<sup>1</sup> in the industry for clients following the advisor. And to a degree that can be eye-opening, as those clients often transfer even more of their assets to your newly established firm. So let me assure you, if you've been a successful advisor for many years, you've developed a client base that's more loyal to you than you probably even imagine.

**Speaker Name      Text**

Look, I can give you all the reasons in the world why becoming an RIA may be the right decision. But making that decision isn't easy and it may not be right for everyone. I know, I've worked with hundreds of independent-minded advisors who grappled with it. There's a lot to consider and a big change is tough, which is why our new Wells Fargo RIA Service and Custody business has been designed for top advisors facing that big decision. We help at the start and all along the road to long-term success.

Your situation, like every advisor's, is unique. But many of the advisors I've helped with independence over the years had issues and questions that I'd bet are similar to yours. I'm happy to share some of what I learned with you and hopefully provide some insights. Since there's never been a better time to take advantage of all the opportunities of becoming an RIA presents for you and your clients, why not give me a call. My mobile number is at 804-840-2753 and I really mean it, please call.

**Footnote**                      <sup>1</sup>When compared to industry average client retention; The Cerulli Report: U.S. Broker/Dealer Marketplace 2019.

**Closing screen:**

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