

Goals Based Investing

A New Approach to Wealth Management

The financial services industry is in the midst of sweeping shifts in demographics between two generations of investors and the methodology for meeting the needs of both is evolving towards a holistic, goals-based approach to wealth management.

\$
36
TRILLION

**ESTIMATED ASSETS
EXPECTED TO
CHANGE HANDS
THROUGH ESTATES
FROM 2007 to 2061¹**

¹A Golden Age of Philanthropy Still Beckons:
National Wealth Transfer and Potential for
Philanthropy” Technical Report: Boston College
Center on Wealth and Philanthropy, May 28, 2014.

Financial advisors have acted primarily as money managers who have focused on accumulating assets for clients’ retirement savings. As the baby boomer generation reaches retirement age and begins the decumulation phase including the transfer of wealth to millennials, investment firms and advisors must now play a different role: financial planner. For the current investor base, they will need to develop strategies that account for a variety of accounts and products – at the individual and household level – tax optimization, risk tolerance and asset allocation. For the next generation of investors, the expectation is they will demand advice across the spectrum of wealth management solutions in an efficient and always accessible way.

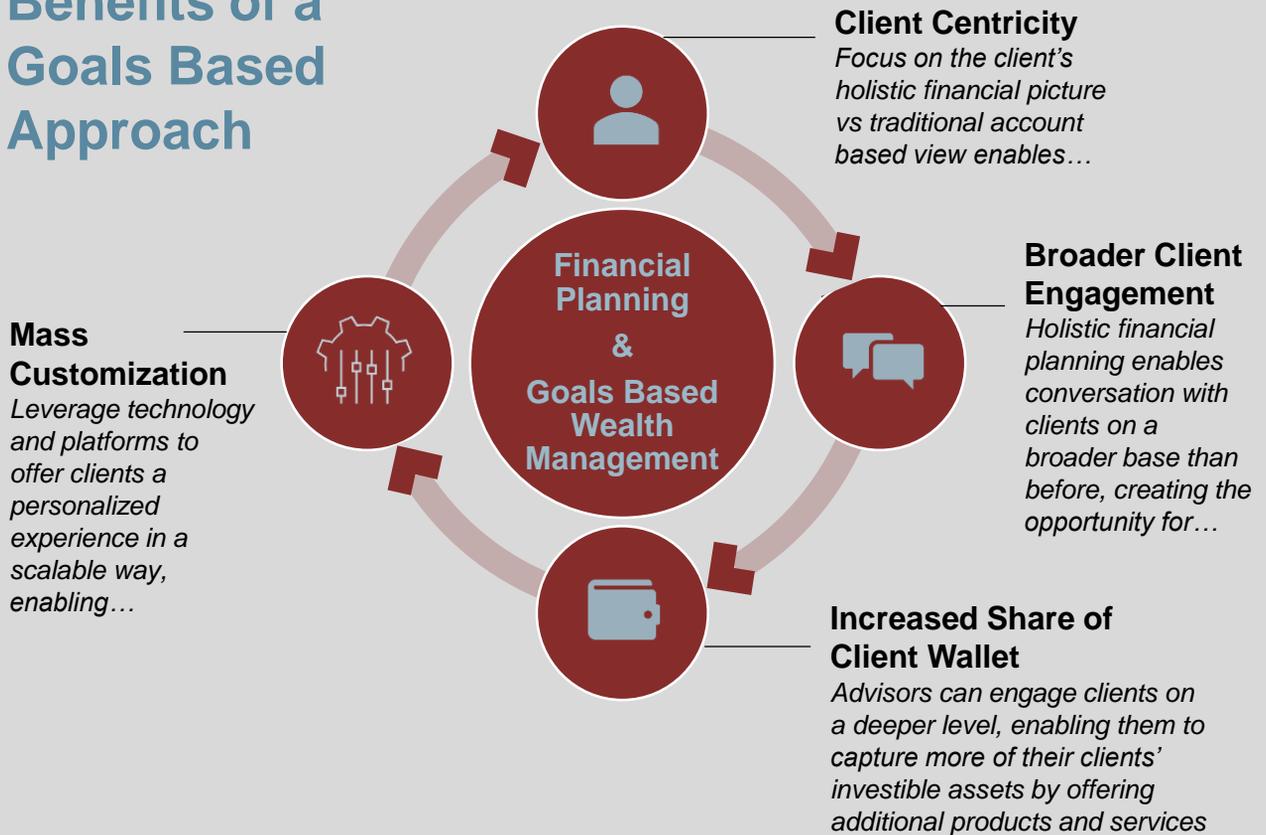
CORE COMPONENTS

Goals-based investing offers a comprehensive solution to clients focused on needs and goals that matter to them rather than benchmarks and markets. A successful goals-based solution will incorporate planning, investment advice, execution and monitoring and will be integrated into the advisor workstation allowing for efficient transition between planning phases while facilitating personal and multifaceted conversations with clients.

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Benefits of a Goals Based Approach



KEY CONSIDERATIONS

1	What is the minimum viable product (MVP) that can be launched while planning for future enhancements and additional functionality?
2	Alignment of program and project roadmap across constituent stakeholders including Financial Planning, Product, Technology, Operations, Sales, Legal, Risk and Compliance.
3	Coordination across tangential platforms, products, and programs including but not limited to Advisory, Retirement, Performance Reporting, Digital Products, Account Opening, and other key strategic initiatives
4	Establishing a roll-out model that will successfully drive Advisory engagement and adoption while facilitating additional platform enhancements and mitigating risk

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Making significant changes to the way your Advisors engage with clients can be challenging but necessary as client demographics and expectations shift, digital solutions and enablement proliferate and technology enables new entrants disrupt the traditional wealth management industry and model.

Developing a Goals Based Investing platform requires careful consideration, planning and coordination. Building an approach that meets the needs of your firm, advisors and clients is critical.

Gartland & Mellina Group has assisted clients in developing, implementing, integrating and launching their Goals Based Investing platforms, establishing a full Goals Based Investing program management structure and managing program governance across the SDLC for platform implementation and enhancements. We welcome a discussion on how a Goals Based Investing program can work for you.

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About GMG

Gartland & Mellina Group was formed by a team of professionals with an average of 25+ years' experience within the Financial Services Industry. Our goals and operating objectives are:

- To partner with our clients as their “Trusted Advisor.” We support every engagement by leveraging our business knowledge with our operational and technological experiences to drive cost-effective and revenue-enhancing solutions.
- To be fully accountable to our clients. Every Partner within our organization is assigned to an account and is an integral part of the delivery team and an active participant on every engagement for that client.
- To collaborate with leading-edge technology companies. We work towards transforming their offerings into viable, profitable and operationally efficient solutions for our clients.

Headquartered in New York. Clients around the globe.

The financial world is truly global, and GMG is well-positioned to meet your company's global needs through our management consulting practice and its network of worldwide alliance partners.

Our Mission

Our mission is to apply our industry knowledge and wide range of experience to deliver viable, measurable, and lasting client solutions. At GMG, we inspire commitment, innovation and teamwork while providing efficient and effective strategies, which enhance our clients' opportunities for success.

Our Approach

We are a Management Consulting Organization that provides a variety of services through a “Practice Structure”. Each practice is staffed by professionals who have extensive industry knowledge, diverse experiences and backgrounds, and program management capabilities, which lead to innovative solutions and viewpoints from different angles.

Our Responsibility

The work we perform and how we accomplish the work have lasting impacts to not only our clients, but also to the broader communities and various markets in which we operate. In addition to providing sustainable solutions for our clients to help them better serve their clients and communities, we invest in our own local communities through philanthropic initiatives and volunteering activities.