

Take your advisory firm to the next level

You've created a business to be proud of and want to continue to see it thrive. As you think about what's next for your firm, do you know what it will take to get there?

Our Business Consulting and Education team has been working with advisors of all sizes for over 30 years, helping them to address core business issues so they could gain a competitive edge, achieve results, and reach their goals.

Our consulting approach helps you assess where you are, define your goals, and develop a realistic and actionable plan. Find out how we can help you create the future you envision by exploring our five keys to success and learning more about how our programs can help.



[See our core philosophy >](#)

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Want to see how you can boost firm performance?









Learn from peers and Top Performing Firms with our industry-leading RIA Benchmarking Study

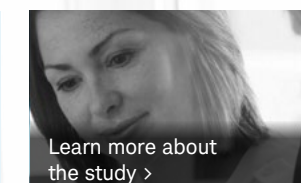
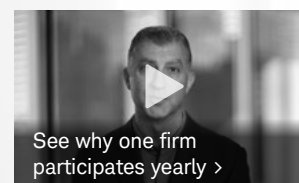
Our annual Benchmarking Study makes it easy to see where your firm stands across a range of critical business measures. Well over 1,000 firms participate annually to gain the deep insights that can help guide their strategic decision making and inform their compensation strategy.

The power of the RIA Benchmarking Study lies in the robust peer data it provides—data that lets you see clearly how your business is performing in the marketplace.

When you participate, you receive a 45-page customized Benchmarking Peer Report that includes your results and a detailed analysis of how your firm compares with those of a similar size. This invaluable business tool encompasses hundreds of key performance metrics, including:

-  Asset and revenue growth
-  Financial performance
-  Sources of new clients
-  Services and pricing
-  Technology spending
-  Staffing levels and productivity

Schwab's one-of-a-kind compensation study provides participants with detailed national and regional salary, incentive compensation, benefits, and ownership information. The customized report and online tool provide the insights you need to develop a competitive compensation and total rewards package that will help you attract and retain key talent.



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5 key areas every firm should address

Guiding principles for advisory firm success

See how the Guiding Principles help firms consistently outperform >

With insights from the Benchmarking Study and many years of working with advisors, we developed a framework known as Schwab's Guiding Principles for Advisory Firm Success. These five principles help you navigate the complexities of growing your firm and create a clear path forward.

Top Performing Firms more often have a written strategic plan, and generated **2x the annualized revenue growth over the past 5 years.**¹



Effective planning and execution is a leading indicator of success

Firms that document their ideal client, value proposition, and marketing plan attracted **52% more new clients and 46% more new client assets.**²



Value is defined through your clients' eyes

Top Performing Firms spent **around 20% less time annually per client on operations and about 10% more time per client on client service.**³



Operational excellence creates greater capacity for clients

Top Performing Firms more often **have an employee value proposition, a key strategy to attract and retain talent.**



People are your most important asset

Effective referral and marketing strategies helped Top Performing Firms gain **55% more new clients and 97% more new client assets.**⁴



Your reputation is your brand

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Source: 2023 RIA Benchmarking Study from Charles Schwab

Want to realize your firm's future success?

Plan strategically and execute effectively

Success is no accident. It involves smart planning that includes clearly defining your vision and goals and assessing the forces—internal and external—that affect your business so you can plan ahead.

Taking the time to get your plan down in writing is essential to helping drive firm awareness and alignment. In fact, having a well-articulated strategic plan is one of the greatest predictors of success.

“Developing a strategic plan has been a game-changer. It has brought us clarity and confidence.”

Matt Taddei
President and CEO
Westhill Financial Advisors

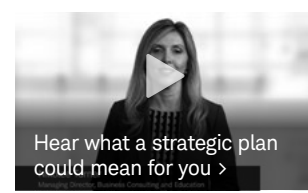
Create your roadmap

Following the process of envisioning your future and mapping out the steps you'll take to get there makes it much more likely that you'll reach your destination.

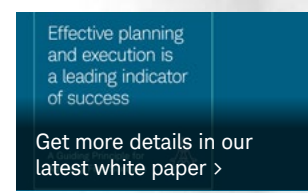
With our tools and resources, you can create a vision for your future. You'll analyze your firm's strengths, challenges, and opportunities. And you'll identify strategies and set goals that drive action in the areas that matter most to your business.



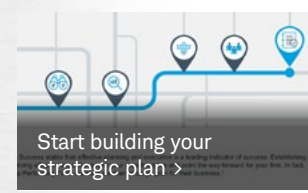
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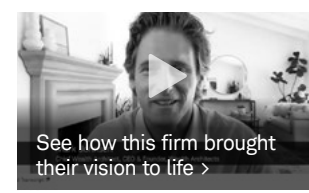
Hear what a strategic plan could mean for you >



Effective planning and execution is a leading indicator of success
Get more details in our latest white paper >



Start building your strategic plan >



See how this firm brought their vision to life >

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Want to deliver an experience that sets you apart?



Value is defined through your clients' eyes

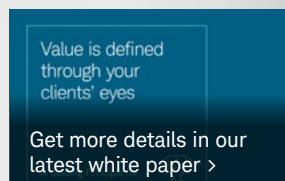
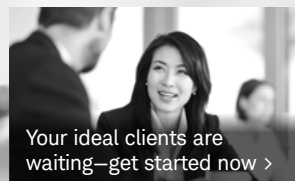
Evolve your business to attract the clients you serve best

Attentively focusing on an ideal client allows you to define the types of clients you serve best based on what your business does exceptionally well. It also allows you to better understand their needs so you can optimize your offer around what they value most. And when your ideal client values the experience you offer, they're more likely to talk about you in a way that attracts others like them to your business.

Create value in your clients' eyes

Ideally, every aspect of your firm should incorporate what your ideal clients value most. Keeping a close focus on your ideal client makes it easier to identify ways to delight them and deliver a more consistent and highly personalized experience that sets your business apart.

Start by developing an ideal client persona and defining your firm's value proposition. Discover more about these foundational steps in our on-demand, self-guided program.



To grow your business, start with the question ‘Who is our target audience?’ Then evolve your offer around that. That’s how you stand out.”

Alex Katz
Chief Growth Officer
Summitry

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Want time for what matters most?



Operational excellence creates greater capacity for clients

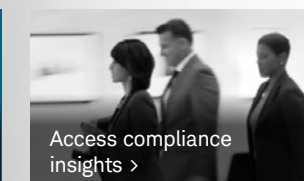
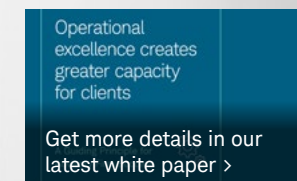
Create operational discipline by harnessing technology and managing risk

RIAs perform countless tasks to support clients and run their business. So, it's important to use the best processes and digital tools to accomplish each task securely and efficiently. Not only does it help reduce risk, but it can enhance your clients' experience and increase your capacity for growth.

Scale while protecting your firm.

Efficiency and excellence often go hand in hand. It starts by knowing best practices and mapping out the best way to get things done—then implementing technology to ensure tasks are done not just efficiently, but securely.

Our programs can help you strengthen your cybersecurity efforts, enhance client service and productivity with digital tools and process improvements, and provide insight into evolving compliance and regulatory issues.



You've worked hard to grow your business and gain clients' trust. A strong cybersecurity program is essential to helping you protect both."

Adam Moseley

Director, Technology Consulting
Business Consulting and Education

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Want your business to stand out?



Your reputation is your brand

Communicate your value effectively and consistently

Why should potential clients choose you over another advisor?

You offer incredible value to your clients. But no one will know unless you communicate your value effectively across your marketing and in your community.

These actions establish your reputation—or brand—and help you attract the right clients. They also give fans, friends, and colleagues a referral-ready way to spread the word about you, bringing new clients through your door.

Develop an integrated marketing plan

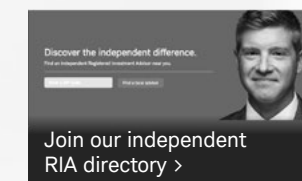
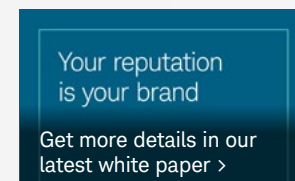
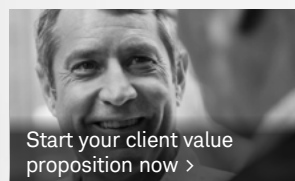
Successful firms not only excel at referrals but also attract new clients through integrated marketing strategies. They use both traditional and digital channels, including their website, to talk about what they do consistently within their community—which helps drive even more referrals.

The key to a successful marketing strategy, however, is knowing your ideal client. Start by understanding what your best clients value and how you deliver it in the compelling experience they have working with you.



Every interaction is an opportunity to reinforce what we do best. From there it starts to snowball as more people talk about what we do. Referrals just start to happen over time.”

Brock Gearhart
Chief Executive Officer
Greenwood Gearhart



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Want to create a sustainable business?



People are your most important asset

Invest in your people

Whether you are a team of two or two hundred, people are critical to serving your clients. But did you know they are a key driver of growth and sustainability?

Your people help make sure your business lives on by generating higher degrees of growth, creating more opportunity for team members to thrive, and building client loyalty over the long term.

People are the backbone of your business. That is why the most successful firms choose to invest not only in their business, but also in the people that make up their business.

Create a cycle of opportunity

Growth in your team means growth in your business. When you leverage key talent strategies, you are able to attract new talent—and retain current staff—because of the opportunities growth provides. In time, team members become high-performing employees as they develop and grow within the business, and a snowball-like effect occurs: Not only are more people involved in your growth but you can attract higher-performing talent strengthening your business.

Mentoring and coaching your team—no matter what size your firm—shows you are invested in the people that come to work for you every day and their future. Developing your team is one of the key strategies in the cycle of opportunity and can help not only to recruit the highest-quality talent, but also to retain that talent.



Advisors who invest in recruiting and hiring, developing their team, creating a competitive compensation plan, and designing a path to equity are investing not only in their people, but also in the future success of their business.”

Nikolee Turner

Director, Field Consulting
Business Consulting and Education

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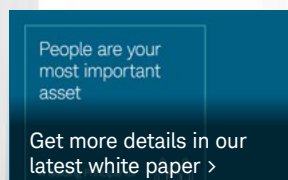
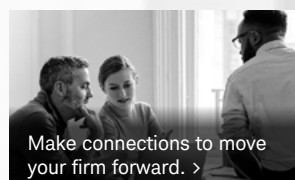
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Our core philosophy

We focus only on independent advisory firms, concentrating our expertise on a core set of issues that growing firms encounter.

Our work is rooted in gaining a deep understanding of your unique challenges and the future you envision for your firm.

We work with you to generate actionable insights that drive results.

We believe the most transformative outcomes are achieved when we can challenge the status quo and uncover powerful opportunities that lead to meaningful change.

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We care about what you care about

When you engage with Schwab Business Consulting and Education, you receive the full power of the insights we’ve gained—through clear and actionable programs and expertise focused on the key business challenges you face.

Working together to support your vision, we’ll help you convert insights into actions that lift your firm to new levels of success through:

-  Comprehensive thought leadership
-  Robust online resources
-  Guided on-demand programs
-  In-depth consultant-led workshops

Start by visiting the [Business Consulting and Education](#) page to learn more or take the [Guiding Principles Assessment](#) to help see where to focus.

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¹ Median results for Top Performing Firms and all other firms over the period from 2018 through year-end 2022.

² Median results in 2022 for all firms with \$250 million or more in AUM.

³ Median results in 2022.

⁴ Median results in 2022 for Top Performing Firms and all other firms.

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2023 RIA Benchmarking Study from Charles Schwab, fielded January to March 2023. Study contains self-reported data from 1,300 firms. Participant firms represent various sizes and business models categorized into peer groups by AUM. Past performance is not an indicator of future results.

Top Performing Firms are those that rank in the top 20% of the Firm Performance Index. The index evaluates all firms in the study according to 15 metrics to arrive at a holistic assessment of each firm’s performance across key business areas.

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