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# 38

VOLUME 24 | EDITION 05



## LLBH Private Wealth Management LLC

Kevin Burns, Partner; Bill Loftus, Partner; Jim Pratt-Heaney, CIMA®, Partner; Michael Kazakewich, CFP®, CRPC®, Partner

# “How does ‘client experience’ impact our technology investments?”

By Jeff Fuhrman, COO and CFO

**The investment decisions we make as a firm are not constrained to the financial markets.** In fact, a significant portion of those decisions relates to our business expenditures and can be just as important.

Staffing considerations, communications outlays and professional service-provider decisions are among the many areas in which we invest in our company. By deploying our own capital in this manner, we exhibit a philosophy that is about seeking the most suitable choices to improve our clients' experience.

When it comes to technology, our approach is no different and is also built upon a client-centric perspective. In practical terms, this means that we'll invest in technologies that empower our clients with an array of relevant information and give our team the necessary tools to execute their roles with efficacy and accuracy.

In other words, those technological resources equip LLBH and our clients alike as we enhance our ability to deliver high-quality service.

We use technology for everything from financial planning, portfolio analytics and manager research to document management, portfolio reporting and account aggregation. We further use technology for business functions ranging from billing

and trade order management to CRM and compliance.

As a business facing a multitude of applications and sources of technology, our decisions about where we invest become all the more significant. So, how do we choose which technology to use? **Below are a few benefits we consider critical to the selection process:**

**Transparency:** As fiduciaries, we are legally responsible for putting our clients' interests ahead of our own. In this vein, we must be certain our clients have a complete understanding of how they are invested, how much they are paying in fees and how their portfolios are performing against predetermined benchmarks.

**Access:** We want to ensure our clients are equipped with comprehensive and updated access to their financial information at all times. This access needs to be balanced with appropriate security controls and verification requirements in order to protect the privacy of our clients' information.

**Customization:** For all clients of the firm, we develop a bespoke financial blueprint based upon the individual needs of their families. The technologies we choose must be flexible enough so that the information clients receive is not only

accurate, but set up in a way that's convenient and tailored to their respective plans.

**Service consistency:** As our team expands, so too do our resources and ability to provide quality service. At the same time, our technology must support our business processes such that our high standards of service delivery are always maintained and our clients receive consistent and uninterrupted service.

**Scalability:** Similarly, as the needs of our clients evolve, we seek technologies that are going to provide solutions for many years to come. We expect our technology to seamlessly accommodate the growing demands of our clients with the potential to expand accordingly.

It goes without saying that the feedback we hear from clients is an invaluable measure for what is working and what needs to be improved upon. We are always on the lookout for innovative ways to improve the client experience through our technology investments. We seek best-of-breed solutions befitting our clientele and continuously vet new technologies that may be more appropriate.

Consequently, when we make the appropriate technology investments, we believe an improved client experience is the ultimate reward. 🌐

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*“When we make the appropriate technology investments, we believe an improved client experience is the ultimate reward.”*

—Jeff Fuhrman

**How to reach Jeff Fuhrman**

*I look forward to discussing how LLBH can help you reach your financial goals and can be reached at 800.700.5524.*



*Left to right:  
Jim Pratt-Heaney,  
Kevin Burns,  
Bill Loftus*

**About LLBH Private Wealth Management LLC**

LLBH Private Wealth Management is an independent registered investment advisor offering a full range of wealth-management services. Often referred to as a “virtual family office,” LLBH strives to bring clarity and control to the financial lives of its clientele by delivering customized personal and business solutions. From its offices in Westport, Conn., and Los Angeles, Calif., LLBH services high net worth individuals, families and foundations on both coasts and nationwide.

Assets Under Care **\$1.6 billion**  
(approximately, as of 12/31/2014)

Minimum Fee for Initial Meeting  
**None required**

Minimum Net Worth Requirement  
**\$10 million (investment services)**

Financial Services Experience  
**200 years (combined)**

Compensation Method **Asset-based**

Primary Custodian for Investor Assets  
**Pershing, A BNY Mellon Company**

Professional Services Provided **Financial planning, asset management, concentrated stock hedging, lending, cash management, alternative investment due diligence and family office services**

Association Memberships **Financial Planning Association, Investment Management Consultants Association**

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