

CASE STUDY


Vanderbilt Financial Group Uses Docupace to Accomplish a Mission of Sustainability

ABOUT VANDERBILT FINANCIAL GROUP

Vanderbilt Financial Group (VFG) is an independent broker-dealer based in Woodbury, New York. VFG has been serving clients since 1965, and in over five decades of operation they've refined a unique culture committed to doing good. VFG is known as "The Sustainable Broker-Dealer," and for good reason — from their 150+ advisors (many of whom work solely with impact investors) to their use of paperless technologies to their LEED platinum-certified home office, a commitment to environmental and social responsibility informs decision making at every level of the organization.



Vanderbilt Financial Group has made a name for themselves as a broker dealer that's dedicated to making a positive impact on the world. In order to attract advisors that share this passion, they've leveraged Docupace to provide painless advisor transitions, paperless client onboarding, and cloud-based document management.

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FEELING THE IMPACT OF IMPACT INVESTING

Sustainability isn't just good for the world; it's good for business. Millennials will become the largest segment of adults on Earth by 2020, and they have a strong desire to work with wealth management professionals that share their passion for investing in good causes.

"It's very important that Vanderbilt specializes in sustainability and impact investing," says Kerim Tulun, a certified financial planner who recently joined VFG.

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Advisors are getting the message, too. They want to work with broker-dealers that share their own passion for environmental and social causes, and they want to attract clients who feel the same way. Often, that means transitioning away from old-fashioned broker-dealers with questionable ethics and paper-based internal processes.



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VFG has been there to welcome these advisors with open arms. According to Joseph Trifiletti, COO at Vanderbilt, they've had record numbers of advisors join them in recent years, and the trend shows no signs of slowing down.

"In the last few years, we've attracted large numbers of people that are focused on all different niches within the impact space," says Trifiletti. "They bring in a lot of clients that are looking to do good with their money."



VFG's average advisor transition time has decreased by around
30%
since implementing
Docupace Advisor Transitions.

HOW VFG USES DOCUPACE TO ATTRACT ADVISORS WHO CARE

Transitioning from one broker-dealer to another isn't easy. For advisors, it can mean months of tedious paperwork, inconvenient client communications, significant interruption of business, and even lost accounts.



It's changed the way everything is done... Advisors can sit down with their clients and have them sign forms on an iPad, then submit it to the home office right then and there. You never know where this business will take us, but there's no going back to paper now.

The Vanderbilt team has relied on Docupace for more than seven years, using it mainly for document management and client onboarding. So when Trifiletti heard about Docupace Advisor Transitions, implementing it was a no-brainer.

"With Advisor Transitions, recruiting is so much easier. Incoming advisors can fill out their forms entirely online using the service. The fact that Docupace is a third-party technology provider that's able to do all this legwork before a person resigns and keep the whole process compliant is huge."

"Before, it would be about a three-month process to get everything over. Docupace Advisor Transitions has taken about a month off of that on average, and in a lot of cases, it could be even shorter. I've had large transitions get done in 30 days," says Trifiletti.

On top of getting advisors on board with their new home office quickly, Docupace also helps VFG demonstrate their message of sustainability from the get-go. Offering a digital transition tool helps communicate to advisors that VFG is truly committed to paperless technologies.

They really embraced technology and were ahead of the curve," says Kerim Tulun. "The fact that I could email all my clients their transfer forms and submit the accounts electronically definitely played a big role in my decision."

PAPERLESS IS A PROMISE

By leveraging Docupace and other cloud-based technologies to the fullest, Vanderbilt Financial Group has carved out a niche for themselves as a broker-dealer that puts people and the environment first.

From the moment an advisor decides to transition to VFG, they're introduced to the paperless technology ecosystem they'll use to do their work and serve their clients. After they're fully onboarded, they continue to use Docupace to process business electronically, without cutting down trees or wasting fossil fuels on transportation.



Learn how Docupace can help you go paperless and attract the right kind of advisors.

Docupace is the wealth management industry's leading digital operations technology provider. With the secure, cloud-based Docupace Platform, the Docupace team helps broker-dealers and RIAs digitize client onboarding, document management, advisor transitions, and other critical workflows while maintaining SEC and FINRA compliance. Wealth management firms that implement the Docupace Platform report increased efficiency, productivity, and profits.

Docupace has been developing paperless technology solutions from its Los Angeles headquarters since 2002. Since then, it has launched a robust array of service offerings including the Docupace SaaS platform, implementation assistance, development, and cybersecurity services. The Docupace team also works diligently to integrate its solutions with other popular technologies.

For more information, please visit www.Docupace.com.