

## Case Study

# How Asset-Map Helps Seebeck & Associates Treat Everyone Like a Multimillionaire

## EXECUTIVE SUMMARY

While technology has the ability to help advisors be more efficient and proactive, the wrong technology can burden an organization with inflexible processes and complex reports. Before discovering Asset-Map, the Seebeck & Associates team dealt with those types of rigid solutions. But now, they host meetings anywhere—from in their Texas office to remotely for clients anywhere—and create more educated clients as a result. In the following pages, you'll learn how they transformed their business.

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*Clients don't want to see a mountain of paperwork. They want to see what they have, what it's doing for them, and what they'll use it for in the future. Asset-Map is the only solution we've found that can provide all that information on a page or two.*

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## FINDING A COMPREHENSIVE DIAGNOSIS TOOL

When a business is owned by the same family for multiple generations, its success seems to mean that much more. So when Mark Seebeck and Ellen Rheinlaender took over Seebeck & Associates from their mother, their focus was not only on how to

effectively grow their firm, but also how to honor the decades of passion their mother had poured into the business as well. One sure way they could do that was to create better ways to diagnose clients' financial situations and offer comprehensive, personalized advice.

## PRIORITY ONE: BE FLEXIBLE

As with many financial services firms, the team at Seebeck looked to technology to help them solve their greatest problem of how to create financial plans that could change literally the moment a client walked out the door after a review meeting. Whether because of positive or negative events, the unexpected can change a financial plan in a blink.

Unfortunately, the initial solutions available to Seebeck only seemed to allow for planning thirty years into the future and made on-the-fly updates difficult. After sorting through multiple financial planning systems that were all deemed too complicated and rigid, the Seebeck team discovered Asset-Map.

## UPDATE A PLAN AT A MOMENT'S NOTICE

According to Seebeck, Asset-Map won him over because of its enhanced flexibility over other competing solutions. He felt he could use the software to responsibly look forward into a client's plan without getting into the finer mathematical points—which could change at a moment's notice, anyway.

Rheinlaender saw a benefit from Asset-Map's intuitive design immediately because it provided exactly what her clients had been asking for—namely, to see everything on one page in a visual way and not simply in a list that goes on and on.

On the advisor side, Rheinlaender has been able to more easily hone in on a specific element of a client's portfolio so it doesn't become forgotten for any period of time, like a 401(k) that may be better under the Seebeck & Associates' management than on its own with a client's

former employer. Asset-Map keeps conversations like these at the surface of a client conversation, rather than buried in someone's memory.

## A SIMPLE SELF-ASSESSMENT SOLUTION

More than any increase in production, Seebeck and Rheinlaender feel a peace of mind and comfort when dealing with clients using Asset-Map and in knowing they are keeping alive the spirit of the practice their mother built. For Seebeck, the best part of Asset-Map is how he can use visual cues, like color-coded financial instruments on an Asset-Map, to gently steer client conversations about sensitive topics into objective and productive conversations.


Rheinlaender's favorite benefit is how Asset-Map plays a central role in conversations that move clients toward better understanding their personal finances. The Asset-Map is a simple and intuitive way for clients to self-assess their situation so they can become as active a participant in their future success as their advisor.

And in the words of one Seebeck & Associates' client, Asset-Map is so clear, robust, and user-friendly, they feel like they're being treated to the same service afforded to a multimillionaire.

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*Planning updates that used to take a day or two to implement can now be done on-the-fly, while talking to a client on the phone. There's no wait time when updating a client's Asset-Map.*

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*Seebeck & Associates has been a family-owned financial services practice for more than thirty years. Founded by Mary Seebeck, the practice is now owned and operated by her children. Her son, Mark Seebeck, joined his mother as a firm partner for ten years before buying the business as part of his mother's succession plan.*

*Her daughter, Ellen Rheinlaender, joined one year after her brother as Mary's executive assistant before becoming an advisor herself. Together, the sibling team has evolved the family company from the pen and pad approach to the advice-centered, digital-focused practice it is today.*