

CASE STUDY



Scalable Portfolio Solutions That Empower Socially Responsible Investing



Robasciotti & Philipson
COMPREHENSIVE WEALTH MANAGEMENT

Robasciotti & Philipson

Founded:

2004

Office Locations:

San Francisco, CA

AUM:

\$150MM

Custodians:

Schwab & FolioFN

Website:

www.robasciotti.com

Executive Team:

Rachel J. Robasciotti and Maya Philipson

Who They Are:

Founded in 2004, Robasciotti & Philipson is a San Francisco based wealth management firm that focuses on serving women, people of color, and the LGBTQ+ community using socially responsible investment strategies. They turned to Orion in 2018 as a portfolio solution that could scale and grow with their business.

Searching for a Growth Partner

Robasciotti & Philipson was officially founded in 2004, but the true birth of the San Francisco based firm can be traced back to the challenges co-founder Rachel J. Robasciotti faced growing up in rural Oroville, California. The town was still largely segregated, and, as a poor Black woman raised by a single mother, Robasciotti saw first-hand what it was like to struggle financially.

When she graduated from Berkeley, she began working for a large financial firm, but soon learned that the company didn't value the things she cared about.

So Robasciotti and Maya Philipson started their own wealth management firm, putting socially responsible investment strategies, and overall client well-being at the center.

Robasciotti & Philipson were in search of a portfolio management solution that would grow with them, and they thought they had found it in PortfolioCenter. "They promised us that they would keep the program updated as technology evolved. They said it would keep pace with the times. It didn't," Philipson explains.

And when the firm launched a socially responsible investment strategy (the RISE (Return on Investment & Social Equity) program) for their clients in 2018, which involved using individual equities as opposed to mutual funds and pooled investments, "We basically broke PortfolioCenter with volume," Philipson says.

To maintain their new strategy and best serve their clients, Robasciotti & Philipson needed a new solution.



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More Than Just Portfolio Management

"I went to my Salesforce consultant and I asked for the name of every single portfolio system that interfaces with Salesforce," says Philipson of the firm's search for a new platform. "I researched them all, and it was clear that Orion really rose to the top. It had the best Salesforce integration, it was the most comprehensive, and it seemed like it could scale and grow with us."

Orion could naturally take care of a lot of the things Robasciotti & Philipson had been manually executing on the back end, Philipson continues. "So it was pretty clear to us that it was the way we should go."

What wasn't immediately clear was the major impact Orion's solutions would have on other aspects of the firm's business.

"I was thinking about it as a portfolio management solution," explains Philipson.

But the more Philipson learned from Jina Horton, her representative at Orion, the more she realized how the robust suite of solutions would touch and change her business practices.

For example, Orion's Compliance app surprised and delighted both Philipson and her chief compliance officer. "I was not expecting to be able to run the kind of reports that the app allows me to run," she says. "My CCO was basically shouting about the hours of time that it's going to save us."

Philipson calls the Compliance app the "unsung hero."

"It really reoriented myself and my team in terms of how we were looking at Orion," she says.



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The firm originally wanted Orion to replace PortfolioCenter and just handle their billing and client data aggregation. "But some of the fringe benefits are more than I ever expected."

For example, another bonus for Robasciotti & Philipson is the client portal. "We get an app," says Philipson. "My clients are going to love that."

Philipson is also excited about Engage, an app that allows Orion users to create video statements instead of typical reports for a more dynamic client experience.

The firm plans to integrate Orion with MoneyGuidePro, as well. "It's really exciting that we can bring those two things together. For us, we were really in a place where we had three main data systems, and none of those systems were talking to each other. Not having to maintain multiple different databases? Yeah, it's amazing."



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Due Diligence Makes a Difference

Philipson encourages anyone looking for a new portfolio management solution to do as much research as possible.

"I felt very comfortable with my choice, and it was definitely the right choice, and I think that's because I did the research. It's hard for me to overstate how important that research phase was to me. It was great. And it was clear during that phase that Orion rose to top," says Philipson.

It also influenced her relationship with her Orion representative, Jina Horton. "It just made our relationship so delightful from the get-go, because I was able to say to her, basically, prove to me that you're not going to be the service that I think you are.

And she was more than able to prove that Orion was exactly what I wanted."

Ready to Talk About How Orion Can Help Increase Your Efficiency and Enhance Your Clients' Experiences?



Get more information about Orion by visiting orionadvisortech.com or contact us at 402-496-3513 or empower@orion.com