

CASE STUDY



SCF Leverages Orion For Massive Growth



SCF Investment Advisors, Inc.

Founded:

1992

Office Locations:

Fresno, CA

Who They Are:

SCF Securities is an independent, boutique broker-dealer and its sister company, SCF Investment Advisors ("SCF"), is an SEC registered investment adviser; together they empower advisors with a custodian-neutral environment and integrated technology platform that is powered by Orion Advisor Services, LLC's ("Orion") sophisticated back-office solutions.

The Situation

SCF is a corporate RIA that supports top-tier registered representatives and financial advisors in developing their financial practices and building more productive businesses. To accelerate its growth, the 20-year old company undertook an extensive review of the leading portfolio accounting service providers in 2012 before choosing Orion Advisor Tech. SCF's top considerations in making this choice included Orion's robust integrated advisory solutions, comprehensive product offerings, and ability to provide a completely custodian-neutral environment.

Orion's Solutions

Giving advisors the freedom to custody their assets in any structure on any platform was an especially important requirement for SCF in choosing its back-office service provider. With Orion, SCF advisors can select the platform that works best for them and their clients from among the five major custodians — National Financial Services, Fidelity Institutional Wealth Services, Pershing Advisor Solutions, TD Ameritrade Institutional, or Schwab. SCF's advisors can even work with multiple custodians.

Orion's technology also enabled SCF to roll out its proprietary Blue Diamond Connect platform, allowing hybrid advisors to engage in commission and fee business at any custodian in a single online portal. The platform supports the aggregation and comprehensive review of all assets, addressing the need of many practices to provide one-off brokerage accounts and variable annuities. Additionally, Orion offers comprehensive fee billing capabilities from one centralized portal across all platforms. From billing in advance to billing in arrears to calculating performance using true-time weighted returns, Orion's technology ensures optimal flexibility.



We reviewed all the portfolio accounting service providers and chose Orion for its flexible technology and integrated services. The testament to Orion's powerful solutions: SCF grew in 2013 from \$868 million to \$1.2 billion in AUM.

Secure Communications & Low-Cost Investment Models

The advisor-client relationship today demands more touch points than in the past. As a result, the ability to provide secure, customizable and efficient communications was an important consideration for SCF in choosing Orion. Using the customizable Deliver system, SCF advisors can now securely share client-specific information in emails to clients, and can deliver personalized messaging on an automated schedule. Individual advisors can build out their brand with Orion's white-labeled client access portal, and onboarding has been facilitated with Orion's simplified account opening capabilities.

SCF's Blue Diamond Connect also provides advisors with a series of strategically managed investment models, the "Diamond Allocation Series," that are powered by Orion's modeling, rebalancing and trading technology. Offered at a significantly lower cost than products provided by other third party managers, the models are a scalable and efficient solution for advisors seeking to transition more of their transactional business to fee-based; Blue Diamond Connect has already gained widespread use and acceptance in a soft launch. SCF is now introducing the Masters Series, which allows advisors with over \$100 million in assets and evidenced investment proficiency to offer their portfolio models to the entire SCF rep group through the Blue Diamond interface.



From simplified onboarding to custodian-neutral billing, from holistic account reviews to customized branding, Orion has enhanced the client-advisor relationship. These services allow us to compete successfully with the biggest and best out there.

Ready to Talk About How Orion Can Help Your Firm?



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

Powerful Solutions For Consistent Growth

Achieving consistency across multiple channels, Orion's portfolio management and accounting solutions can be accessed by SCF advisors from the Salesforce.com customer relationship management (CRM) platform. Similarly, Orion's client-facing mobile app provides access to core data, with streamlined navigation and functionality that allows SCF's advisors to better serve their clients.

SCF continues to work closely with its own dedicated support team at Orion to develop highly customized offerings for its advisors. Providing these powerful back-office efficiencies has proven to be the best way to facilitate increases in their clients' assets under management — and keep SCF growing consistently.