

Advisor
case study

Brian Power
Gateway Advisory

RIA model:
The advantage of independence

As the financial services industry evolves, more and more advisors are positioning themselves for the future by moving to independent registered investment advisor (RIA) firms.¹

“Every day it seems like light bulbs go off for us. This is why we did this—to have more control over our own future.”

Brian J. Power, CFP®
Founder and Chief Compliance Officer
Gateway Advisory

The independent model gives you more control over how you do business while potentially allowing you to keep more of what you earn and build equity as your firm grows. Starting your own practice gives you the freedom to choose products and offer services that best meet your needs and the needs of your clients.

As a leader in the RIA industry for more than 25 years, Schwab has the experience and resources to support independent advisors at every stage of their firms' evolution—from start-up to succession. We offer flexible, dynamic technology platforms, dedicated experts, and extensive training tools to go along with truly transparent pricing. Whatever your specific needs, we're here to help your firm every step of the way.

Advisor gains independence with RIA firm

Brian J. Power, CFP®, has always had an independent streak fueled by doing what was best for his clients. As an advisor at a national firm, Power and his in-house advisory team were adept at producing strong profits and retaining clients, but he became increasingly frustrated by a corporate environment that placed an emphasis on charging fees and selling products over providing clients with value and service.

In January 2010, Power and three partners combined their more than 80 years of financial services experience to found Gateway Advisory with a mission to put clients first. To meet that standard, Power felt Gateway's most important decision was where to custody assets. After looking at all the major custodians, he and his partners chose Schwab.

"When it came down to it, it was the commitment of Schwab," Power says. "They showed that they wanted us as clients and were very committed to our business plan."

Your business—your way

Starting or joining an RIA empowers you to take control of every aspect of your business. You have the freedom to choose pricing, technology, marketing, and client service—for you and your clients. With a leading custodian like Schwab, you also have the resources and support you need, when you need them, to make decisions and grow your business.

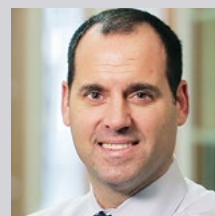
Like many advisors, Power and his partners retained only a fraction of the revenue growth they helped generate for their original firm. After opening Gateway, Power is able to see the direct benefits that come from producing new assets.

"It's nice to see every new dollar that hits the bottom line and how it can impact the value of our firm," Power says.

As an independent, Power can open new doors to develop his business in ways that were not possible before making the transition.

For example, Gateway is now collaborating with advisors in other locations by providing additional asset management capabilities, technology infrastructure, and marketing materials.

"We're having conversations with people I don't think we would ever have had conversations with before," Power says. "People in the public who understand the difference between the banking world and the independent approach."



Firm: Gateway Advisory
Location: Westfield, NJ
AUM: \$224 million
History: Founded in 2010
Staff: 7

"The RIA experience has been better than we could have ever expected it to be."

— Brian Power

“Schwab was very involved in our transition—just about side by side with us. They take a real vested interest in making the transition go as smoothly as possible.”

Planning leads to smoother transitions

Once Power and his partners knew they wanted to open their own firm, they had a lot of questions. “We really didn’t know where to start. There are so many decisions to make,” Power says.

Steadily, Power and his partners put together a strategic transition plan that would help ensure their new RIA firm would start with a strong foundation. A vital part of the process was being able to meet regularly with their Schwab Advisor Services™ Transition Team to make sure they had what they needed for a successful transition.

“The transition team at Schwab really helped out a lot,” Power said. “They kept us organized and broke the process down into steps that we could digest, versus making us feel we were drinking out of a fire hose.”

Schwab helps advisors build for the future

Power was interested in working with Schwab in part because of its competitive pricing and its reputation as a trusted financial services company, but it was Schwab’s complete offering that convinced him and his partners.

By choosing Schwab, Power gained access to experienced professionals, online resources, flexible technology, and practical tools to help him and his partners manage their business effectively. In addition, Gateway’s advisors also can take advantage of Schwab’s education and training resources like industry-leading benchmarking research, proprietary diagnostic tools, templates, and case studies drawn from years of Schwab’s experience in supporting RIAs.

Why Gateway Advisory chose Schwab and the RIA model

- Freedom to focus on holistic advice
- Help developing a strategic plan and support from beginning to end
- Opportunity to keep more of the revenue it earns
- Flexible platform that allows the firm to innovate its business and expand its reach

Watch and learn more

The Schwab Advisors Services video library includes a feature on Brian Power and other advisors. Go to advisorservices.schwab.com, select the Tools & Resources tab, then click through the video reel located at the top of the page.

Take control
of your
future.

Visit advisorservices.schwab.com
or call 877-687-4085

MEANT FOR INSTITUTIONAL AUDIENCES.

Experiences expressed concerning becoming an RIA are no guarantee of future performance or success and may not be representative of your experience.

The RIAs and their representatives use Schwab for custody, trading, and operational support. The information provided and the views expressed by these individuals are their own, without endorsement or verification by Schwab. Advisors are independent and are not employees or agents of Charles Schwab & Co., Inc. The views expressed are for educational purposes only and should not be construed as a recommendation, an endorsement, or a sponsorship by Schwab, and some statements have been edited.

Schwab Advisor Services™ does not provide legal or compliance advice to independent RIA firms.

©2014 Charles Schwab & Co., Inc. (Schwab). All rights reserved. Member SIPC. Schwab Advisor Services offers custody and trading, as well as access to technology and other support services to independent investment advisors. Schwab provides custody and trading through Schwab Advisor Services, as well as brokerage products and services. Independent investment advisors are not owned by, affiliated with, or supervised by Schwab.

TWI (0313-1799) MKT73636POW-01 (06/14)