Advisor Services

Advisor case study

Jack Reutemann
Research Financial Strategies

RIA model:
Launching and growing your firm

Own your tomorrow™

Advisors who value entrepreneurship and the independence to make decisions are drawn to the registered investment advisor (RIA) model.

"What's best for the client comes first."

Jack Reutemann
CEO and Founder
Research Financial Strategies

With an RIA you have more control over how you work with clients and can potentially keep more of what you earn. You have the opportunity to run your business your way and to position yourself for the future you want.

With more than 25 years in the RIA industry, Schwab Advisor Services provides the leadership, experience, and resources that independent advisors need at various stages of their firm's development. From strategic growth planning to evolving your marketing strategy, Schwab Advisor Services is here to help you along the way.

RIA launches—and grows—client-centric venture

As one of the first Certified Financial Planners (CFP) in the nation, Jack Reutemann has watched the financial industry evolve over the decades. When he saw an opportunity to work with clients' retirement plans, he followed his entrepreneurial drive and pursued the independent RIA model. He now serves as an advisor and wealth manager at his own firm.

Firm: Research Financial Strategies
Location: Rockville, MD
Time in financial industry: 40 years

"Schwab Advisor Services opened its doors to us and helped us with our methodology and our process."

— Jack Reutemann

Recognizing the opportunity

Jack Reutemann entered the financial industry immediately after graduating college. With a strong interest in the markets and desire to help people understand them, he joined an independent broker dealer (IBD) firm and began his career as an advisor. He became a CFP to keep up with industry changes and added market complexity.

Soon Reutemann recognized a new opportunity for his clients—and himself—to provide advice on their 401(k)s and other retirement plan assets. "We realized that the fastest growing area of our practice was 401(k) management and decided to pursue it."

With clear client service opportunity in his sites, Reutemann quickly realized pursuing it meant going independent and becoming an RIA. He saw the market opportunity as a challenge—one that he was ready to tackle with an entrepreneurial spirit and strong commitment to client service.

Reutemann approached the process of developing and building portfolio solutions with focus and determination. He recognized the importance of providing personalized advice and was resolute in his decision to make long-term client relationships and trust the cornerstone of his operation.

Making the move

With a clear idea of how he wanted his firm to operate, Reutemann started looking for potential custodians. He was ready to become a fully independent RIA.

After meeting with a Schwab Advisor Services business development officer, he knew he found the right fit for his firm—and his future. Schwab's openness to Reutemann's business approach was quickly evident. For the new RIA, this responsiveness proved to be a clear, compelling reason for selecting Schwab as his custodian.

> "Our relationship with Schwab Advisor Services has allowed us to focus on asset protection and risk management. What's best for the client comes first."

Working with Schwab Advisor Services, Reutemann and his team developed and fine-tuned a strategy to make the transition as seamless as possible. After contacting his clients and informing them of his decision, the team worked closely with Schwab on a three week transition process, including completion of the paperwork and moving client assets.

His clients' positive response affirmed his decision. "Transitioning clients to our new platform was smooth, which in turn conveyed a strong sense of trust and confidence to our clients." He retained most of his clients in the transition—a clear sign that his choice to become a fully independent RIA was a good one.

A whole new world

Today, Reutemann credits his client-centric business philosophy as the cornerstone of his firm's success. Clients view him as their advocate—as a champion of their financial goals.

Reutemann's firm, Research Financial Strategies, has grown as a result; he and his team are ideally positioned to serve his clients moving forward.

"I'm one of those people who just cannot absolutely wait to get up and go to the office every morning because I love what I do that much."

Why Research Financial Strategies chose Schwab and the RIA model

- Independent RIA model that makes it easier to serve clients and deliver exceptional advice and service
- Access to Schwab's tools and resources to help ensure a smooth transition
- Training on best practices and Schwab's help in identifying the best technology solutions for the business

Watch and learn more

The Schwab Advisors Services video library includes a feature on Jack Reutemann 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.

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Visit advisorservices.schwab.com
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