



Equity Services
Incorporated®

What's Your Process?

A Performance Monitoring Process plays a key role in maintaining strong client relationships.

When talking about ESI Illuminations, we can use the analogy of a sports team to describe how the different players work together. The client is the team owner; the advisor is the manager; the third-party strategist is the coach; and the investments are the individual players. All of these components combine to form a wealth management team.

Building on this concept, how does the team measure its performance? In other words: once the ball is in play, how does the client know they have a winning team?



The client (the Owner) will decide if the team is performing to their expectations and helping them meet their goals based on the results they see. The client will make decisions about the team, but looks to the advisor (the Manager) to have a strategy for monitoring and measuring how the team is doing. An effective strategy for monitoring performance allows the advisor to help ensure the team is working toward the client's overall financial goals.

The ESI Illuminations Platform provides a variety of ways to monitor and track performance. Performance reports can be run on accounts, strategists, and underlying investments. Advisors should have a strategy for routinely monitoring account performance and should use the available tools and resources to support their process.

How's your team?

A Performance Monitoring Process plays a key role in maintaining strong client relationships. If you need help developing your monitoring process, contact the Envestnet Regional Advisory Sales Team to learn more about the Illuminations platform navigation at 888-612-9300.

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