



WEALTH MANAGEMENT
INDEPENDENCE

Big 4 vs. Partnered Independence Pitchbook

Paul Sullivan, Founder & Managing Partner

What is Wealth Management Independence?

I started Wealth Management Independence as a parallel company to my executive roles in the independent channel. I felt compelled to build a communication platform to address the rising tide of financial advisor dissatisfaction at the Big Four Banks: Merrill Lynch, Morgan Stanley, UBS and Wells Fargo. My platform is twofold: bi-weekly posts on LinkedIn, and a robust website that adds content semi-annually.

Financial Advisors routinely move among the Big Four. The primary reason is money. 350% deals are life-changing. Sadly, the new firms do little, if anything, to nullify the frustrations that once made the financial advisor role rewarding. Why? The Big Four are all the same - large bureaucratic institutions who, in my view, prioritize profitability disproportionately above financial advisors and their clients.

Independence is the fastest growing channel in wealth management today, and for two very good reasons. First, the Financial Advisor's job satisfaction rises significantly, and it's long overdue. Furthermore, Independence empowers the advisor to run his or her practice with deeply-held core values. Second, Independence puts clients first. In short, the Big Bank's agenda is no longer front and center. Free from conflicts, the Independent Financial Advisor can focus on holistic financial planning, core investment methodologies, and best-in-class service.

Because the Independent Channel has accelerated over the past 5 years, I decided not to sit on the sidelines. Hence, I retired from Merrill Lynch after 34 years, and moved directly to an independent firm. Today, I am the CEO of TriNexus Partners, a leading independent firm for some of the industry's most successful financial advisors.

I hope the information in this pitchbook helps to illuminate the benefits of Independence. If you want the freedom, flexibility and control of running your own firm, give Independence serious consideration. The transformation will renew your passion for our profession. Thank you.

Respectfully,

Paul Sullivan

Founder & Managing Partner



WIREHOUSES (BANKS)

Negative Culture

Advisors loathe the firm, but love clients

Compensation Cuts

- If not cuts, then unnecessary qualifiers

Cross-Selling Products & Services

- Credit Cards
- Checking Accounts
- Web Bill Pay
- Direct Deposit
- Discount Brokerage

Compliance That Punishes

- Manages to “Lowest Advisor Quintiles” (4th & 5th Quintiles)

No Advisor Standards

- 4th Quintile Advisors
- 5th Quintile Advisors
- 40% Are Below Average

Restricted Marketing

- Limited to Personal Network
- Company Controlled LinkedIn

INDEPENDENCE

Positive Culture

- Advisors love firm, and love clients

High Payouts

- 50% for W-2 Independent Channel
- 80%+ for 1099 Independent Channel

No Cross Selling

It's just that simple!

Compliance That Protects

- Manages to “Million-Dollar Level & Above”

Highest Advisor Standards

- 1 Million Producers

Unrestricted Marketing

- Custom Website
- Custom Logo
- Custom LinkedIn Profile & Post Regularly
- Custom YouTube Videos
- Custom Podcasts

WIREHOUSES (BANKS)

Restricted Team Names

- Generally, Last Names or Initials

Restrictive Job Titles

- Generally, Financial Advisor only
- Sometimes, Associate or Analyst

Proprietary Book Sale

- CTP
- FAP
- ALFA

Limited Real Estate Options

- Generally, limited to one State Only
- Size of Office determined by Mgt. / Policy
- Office furniture determined by Mgt. / Policy

Mergers & Acquisitions

- Limited to Internal Only

INDEPENDENCE

Unrestricted Team Names

- Custom Name (own domain)
- Custom Logo

Unrestrictive Job Titles

- Financial Advisor
- Financial Planner
- Business Manager
- Portfolio Manager
- Concierge

Open Market Book Sale

- Fair Market Value
- Open Bids
- Opportunity for Long-Term Capital Gain

Unlimited Real Estate Options

- 1099 Option
- Multiple State Option
- Size of Office determined by Owner
- Office Furniture determined by Owner

Mergers & Acquisitions

- Internal
- External



WEALTH MANAGEMENT
INDEPENDENCE

Paul Sullivan

Founder & Managing Partner

psullivan@wminyc.com

(973) 525-7626 (cell)

Connect on [LinkedIn](#) 

www.wminyc.com