

Please note: This is a transcription so there may be slight grammatical errors.

Fielding Miller:

The way we've structured this business and built it over the years was to start with a client and work backwards. We want to understand what the client needs are. We want to understand what problems we're helping that client solve and build the infrastructure to support the advisors serving those clients.

Wilson Hoyle:

I believe that everyone is best served by having a financial advisor to help them with the financial matters. And once you make that decision, you want to know just a few things about that company. The most important is that that platform has to be trustworthy, that they have nothing in place that compromises the integrity of their relationship with their clients. Secondly, you're looking for depth, access and leverage. You want to have the best offerings, you want to have the best people, or you want to have access to the best for your financial matters. And then finally, experience matters. You want to know that they deal with complexity each and every day, and that you can benefit from the hindsight and the experience of other clients like yourself.

Fielding Miller:

When you meet with a CAPTRUST advisor, I think it's going to be obvious early on that this is one talented individual. What's more important is the infrastructure and the talent behind them that helps deliver the solutions that you're going to see.

Greg Middleton:

CAPTRUST has a centralized model, and what that means is we want our advisors at their highest and best use. So however we can support them so they can add more value to clients is really important.

Wilson Hoyle:

You're getting the benefit of not just the expertise of 20 people, but the expertise of 700 plus that are constantly working for you and with you.

Phyllis Klein:

I think CAPTRUST's clients actually can sense the urgency that we have around delivering service to them, and that is pervasive throughout the company.

Fielding Miller:

It can be our investment research, it can be technology, it can be human resources, it can be operations, it can be trading, and on and on and on. We've got the most talented, brightest, hardest working people that I know of in the industry

Eddie Welch:

Here at CAPTRUST, Our wealth advisors have a deep pool of resources from which to pool in order to serve their clients. We have a wealth services team that provides comprehensive financial planning. We have our client services team, which is really the backbone of our client experience. And finally, our performance reporting team helps our clients understand how they're doing in relation to their financial goals.

Karen Denise:

Every advisor has a dedicated wealth client service individual that works right alongside with them. And because they have such strong relationships with the clients, they have a deeper understanding of what they're doing to help with those clients.

Margaret Jarocki:

Behind the scenes, a centralized trading team is affecting every trade for the firm, and this is how we mitigate all of our risk, as well as provide more tailored advice to clients based on nuanced situations.

Nick DeCenso:

We utilize a best in class financial planning tool called WealthView. It's just been tremendously powerful to help our clients visualize their financial life and where we can help take them into the future.

Frank Bub:

Whether they're retirement planning needs, whether they're complex needs around trust and estate planning, we've created an environment where folks are truly working together to bring a complete solution to our clients.

David Hood:

We have an extremely deep team, and it's specialized, so within stocks, covering US stocks, international stocks, across the market cap spectrum from large cap to small cap, from value to growth, having that specialization I think provides an edge for us because we have so many people to really cover those investments for our clients.

Mike Vogelzang:

Whether it's our fixed income experts, whether it's our currency desk, whether it's our traders on the trading desk, bringing all of those people together in the same room to find a common view is what allows us to be stronger as a collective, as opposed to an individual group.

Wilson Hoyle:

Every year for 20 plus years we've taken half of our earnings and invested it back into the business.

Fielding Miller:

It enables us to seek new opportunities and build services for our clients. It enables us to invest in technologies that are well ahead of the curve, but it also enables us to endure adversities.

Jon Meyer:

So whether it's been a shift to the cloud in 2017 or new trading systems that we're implementing today, we're delivering world-class security solutions to our wealth customers.

David Hood:

I think what's different about this firm is just what you feel when you're here and it's what you feel when you interact with our people.

Rush Benton:

We've got this wonderful culture where ownership is widespread. Every employee has the opportunity to be an owner. And if I'm a client, I'd rather be taken care of by somebody who owns a company than somebody who's just paid by a company. Everybody's pulling in the same direction to provide me with the best level of service and the best results that can be found.

Wilson Hoyle:

When you have that culture and that alignment with talented people and they're hardwired to get better every day, having a really good consistent client experience is almost assured.

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