



A transition offers transformative resources

Equipped with the firm’s mobile tech and insightful commentary, a newly transitioned advisor finds strength amid market turbulence.



Even with the best laid plans, transitioning an advisory practice comes with risks – including the risk that market volatility hits at an inopportune moment. That was the situation financial advisor

Brian Torgerson and his team in Seattle faced after making the move to Raymond James Financial Services in October 2019.

The story began with growing pains. Over many years, Brian had built a successful practice at his prior firm, with the goal of being the Four Seasons of client experience paired with FedEx efficiency. This focus helped them create strong relationships. However, Brian felt his firm wasn’t giving him the support and tools needed to continue to grow. After a lengthy process of vetting new broker/dealers, his team chose Raymond James because of its values and extensive practice development resources. “Raymond James was impressive because no matter what the client challenge was, there was a department within the home office that could tackle it.”

With the decision to affiliate with Raymond James made, Brian and his team put a lot of thought into the back-office handoff and how things would function. With help from a Raymond James transition specialist, it was a speedy transfer. “The majority of the book was transferred in 45 days, thanks to the team here doing a great job of breaking tasks down into a list,” Brian says. “Our transition specialist was great, he went through every item, every account, and he didn’t care how deep in the weeds we got.” Then the headlines about COVID-19 began.

THINKING ON HIS FEET

“When the volatility hit, I thought ‘Where do I find everything?’” Brian says. Hoping to hit the ground running, he picked up the phone and called headquarters. “There’s always someone in the home office to walk you through and help you access resources.”

He was especially interested in research and commentary he could share with his clients. He cares a lot about the client experience, so he knew he would have to review the content carefully. “I want to see it, kick the tires. I want to know it’s good.”

What he discovered was a welcome surprise. “I was blown away by some of the materials.” One of those standout pieces of

content was the Weekly Headings webinar “[Black Swan Event](#)” from the chief investment officer. After watching the video, Brian knew his clients would appreciate the visual aid in helping to grasp the impact of COVID-19, and that it would free up his time to talk to them about their portfolios on an individual basis. “It was like Time magazine combined with a good economist. The data was heavy, but not too heavy,” Brian says of the webinars.

ADAPTING TO SERVICE AT A DISTANCE

Around the same time, his team was also adapting to working remotely amid his state’s stay-at-home order. Thankfully, he found it easy to access the firm’s systems while working from home.

“The biggest challenge before the transition to Raymond James was that I couldn’t work remotely. At my previous firm the systems weren’t integrated. But I knew I didn’t always want to be tied to the desk,” he says. He was struck by the fact that at Raymond James, the technology department is not only focused on current needs, but proactively planning for the future.

With the [firm’s tech tools](#), he’s able to use his devices to securely work from anywhere. Mobility is a game changer for him. “I want to work at the cabin and only pack my iPad, or just take my smartphone and still be able to work or address client needs. ... It’s a huge advantage.”

RISING TO THE CHALLENGE

With the technology, client communication and firm support he has now, Brian feels well-positioned to continue to adapt along with his clients’ changing needs and the markets.

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– BRIAN TORGERSON



\$365 million

Average amount the firm invests each year in technology



5,000

Approximate number of home office associates



Single sign-on

Firm systems integrated and built from an advisor’s perspective



Instant insight

Get an automatic feed of the firm’s investment commentary on your website

**Experience a
virtual home
office visit**

When you set foot inside the Raymond James international headquarters, whether virtually or in person, you’ll see what we mean when we say we put clients first. And you’ll see how we do it – by supporting advisors. See for yourself at raymondjames.com/virtualhov.

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