eMoney | CASE STUDY

KOVAR WEALTH MANAGEMENT

RIA Grows AUM 300% in 3 Years with Hyper-personalized Portal

KOVAR WEALTH MANAGEMENT

Company Profile

As a team of financial life managers, Kovar Wealth Management has a strong focus on providing comprehensive advice. The firm specializes in serving business owners, healthcare professionals, and high-net-worth families. Founder and CEO Taylor Kovar, CFP®, and financial advisor Josh Vinson guide clients by the motto: "Faith. Family. Finance."

Founded in 2014

Independent RIA

Serving over 50 households

eMoney Pro user since 2016

Virtual practice model based in Lufkin, Texas

"eMoney allows us to be a personal CFO for clients and to see all of their alternative assets along with the traditional. Through a holistic approach, ***we've increased AUM 300% since 2019 and doubled the households we work with since January 2021."***

Taylor Kovar, CFP®
CEO and Founder,
Kovar Wealth Management

Seamless, Engaging User Experience

With a background in healthcare technology, Kovar Wealth's founder knew what he was looking for in a financial planning solution. Specifically, one with a sleek client portal and account aggregation. "When I started my own practice, I was using a platform that didn't give me the whole view," Kovar says. "eMoney gave us a way to combine everything into one clean picture...The look and feel of the system were vital."

Showcasing Alternative Assets

"One of our niches is alternative investments: timberland, rental property, physical assets," Kovar says. Everything from mineral rights to tractor purchases is uploaded in the Vault and included in the Organizer with a value tracked. "Using eMoney, we show clients the full picture of their net worth."

Providing Clarity to Couples

That holistic mindset extends to family matters. "For us, it's more important for clients to have thriving marriages than it is to beat the S&P," he says. The firm even has a therapist on staff who offers guidance in select client meetings.

Kovar offered an example: Helping a business owner and his spouse, a stay-at-home mom who felt uneasy not knowing what was happening in the business. "She couldn't put it into words until we showed everything on one screen. We worked through that together, providing transparency...Using eMoney, we helped this couple get on the same page."

A Powerful, Custom Visual of Their Future

One of Kovar's favorite features is the Organizer in the Client Portal, which clients can use to consolidate accounts, financial data, and property in a single view. "They can see their real numbers and their real spending habits," he says. To personalize the experience, the team adds photos of the client's dream boat or vacation home they're saving for in a certain account. They might also label a 529 with an image of a favorite college. As a result, more than 95 percent of clients use the Client Portal.

"When a client first logs in to the Portal, they say, 'Wow.' It's a great first impression and shows how we're different than any other firm."

—Taylor Kovar, CFP®

See How eMoney Can Work for You
Learn more at emoneyadvisor.com
or call us at 888-362-4612.