

Delivering and Scaling High-touch, Holistic Financial Planning with eMoney



RANGE



Company

Range Financial Group was founded in 2017 by Eric Dahm and Todd Fankhauser, CPA, CFP®, as a firm deeply committed to helping clients along their financial journeys and improving their well-being. Range financial professionals help clients see life's whole picture, serving as their financial guide through holistic financial planning services that span education planning, investment and liability management, tax strategy, and more.



Founded in 2017 with \$50M AUM



\$200M AUM in 2021



216 clients, 4 advisors



Located in Oregon



Eric Dahm
Lead Advisor and Partner

A Comprehensive Tool Sparks the Shift to Holistic Planning

Upon founding Range Financial Group, Eric Dahm, Lead Advisor and Partner, was already an experienced eMoney user. Over the years he had used several different planning technologies but was drawn to the usability of eMoney, as well as its power to transform client meetings.

“The way eMoney was built helped me totally reimagine how client meetings could go,” Dahm said. “I realized I could have a client’s dashboard pulled up our entire meeting and walk them through their projections and run what-if scenarios in real time. Meetings became more dynamic, focused on the client’s whole picture. This was really the genesis of my shift to holistic planning.”

The more he explored the tool over the years, attending training webinars and seeking out best practices, the more he was able to offer his clients and expand into new areas of advice. With this deep platform knowledge, Dahm was able to launch Range Financial’s planning services at the highest level with a powerful value proposition: to be the only place you need to call for anything finance-related.

The firm’s holistic approach positions them to be in front of clients at all times—for financial decisions big and small—so they can truly serve as their clients’ financial guide.



Todd Fankhauser, CPA, CFP®
Lead Advisor and Partner

The Whole Financial Picture Guides the Relationship

When Range Financial brings on a new client, they quickly work to build out a comprehensive view of that individual's financial life in eMoney.

“We make it clear what we do when we’re gathering the full scope of a client’s circumstances. Investment performance isn’t even a part of the conversation. We’re getting them to think ‘I’m hiring Range for everything financial, that’s what they’re here to do.’ So, right from the start, we’re setting the expectation that we’re the only people you need to call.”

The upfront conversations about a client's current circumstances, their values, their most important goals in life, prove that the firm is there to serve a client's needs holistically. It sets the tone for the entire relationship. These discussions demonstrate Range Financial's commitment to improving their clients' financial well-being, as well as their ability to do so.

“There are a lot of ‘aha’ moments for clients when they see their dashboard,” Dahm said. “For a lot of people, this is the first time they’ve seen all this information in one place.”

The client's comprehensive dashboard offers insight they've typically never had before. It's also an essential tool in ensuring clients are progressing on their financial journey.

“There are lots of financial moments in life—big and small—that we use to run what-if scenarios to show clients the impact on their overall plan. If you’re not vetting life choices through any kind of consistent, comprehensive framework, you could end up way off track after five or six life choices,” Dahm said. “I wouldn’t make recommendations without it.”

In offering holistic financial planning, a comprehensive view of the client's financial life is non-negotiable. It yields an intimate knowledge of the client's situation and helps build the relationship around the client's most important life goals.



Creating Closer Relationships with a High-touch Service Model

Range Financial uses their comprehensive view of a client's financial picture to fuel a high-touch service model. They are proactive in their outreach because, with a suite of holistic services, there's always a reason to be reaching out to clients.

“My partner is a CPA, so we're able to provide really thoughtful, proactive tax strategies at the beginning of every year,” Dahm said. “But beyond tax season, every client has their own regular financial milestones they go through each calendar year. They have a regular benefits lifecycle and they have their major life events. When you know your clients really well, these milestones are predictable, and there's always a reason to be in front of them.”

Several of Dahm's clients, for example, work at the same major retail apparel company. When this company rolled out major changes to its 401(k) plan, he was on top of what these changes meant to his clients' plans before they were even able to ask about it.

He reached out to each of these clients with recommendations based on their new retirement options. Because he was in sync with his clients' benefit plan lifecycle, Eric could be proactive in his planning process rather than reacting to life's events through annual meetings or occasional phone calls.

These relationships, of course, weren't built overnight. The firm's high-touch service model brings them closer to clients. The more they talk, the more they learn about a client's personal and financial life. As they maintain an up-to-date, comprehensive view of their finances in eMoney, they run what-if scenarios that spark intelligent outreach based on upcoming life events, which creates more productive conversations that engage people more deeply with their financial plan.

Over time, these relationships grow and Range Financial is able to offer a whole new level of value.



Future Proofing with eMoney

For Range Financial, the future is all about scaling the business while retaining the high-touch service model. This, they believe, will differentiate their business now and in the future.

“You’re going to need a holistic set of services to stand out in the future,” Eric said. “At Range, we’re not going to be commoditized. We’re not going to be one of a hundred places where you can find money management. Our relationships set us apart. Our comprehensive, high-touch service model is different, and we’re only going to continue refining our process, becoming more efficient while we bring on more advisors and more clients.”

To maintain their exceptional levels of service, Range will focus on continuing to reserve their advisors’ time for their clients.

“As we bring on new advisors, we have the compliance, asset management, and planning technology pieces ready. They can plug-in and start working with their clients right away,” Dahm said.

Onboarding advisors quickly and easily is an essential aspect of seamless organic growth. Hiring the right staff is just as important, ensuring advisors are spending their time on client-facing activities,

By building these efficiencies into their organization, Range Financial is laser-focused on preserving their high-touch service model as they grow, staying in front of clients with holistic advice as they navigate life’s complexities. eMoney plays a central role in this future vision of the firm.

“It’s the heart of everything we do from a planning and client experience standpoint,” Eric said. “We need eMoney to offer our holistic services. We’re future-proofing by doing what few other places can do for our clients.”



See How eMoney Can Work for You

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