

eMoney | CASE STUDY

Blue Trust: \$16.5B Firm Grows Its Impact with eMoney

THE CUSTOMER >

THE GOAL >

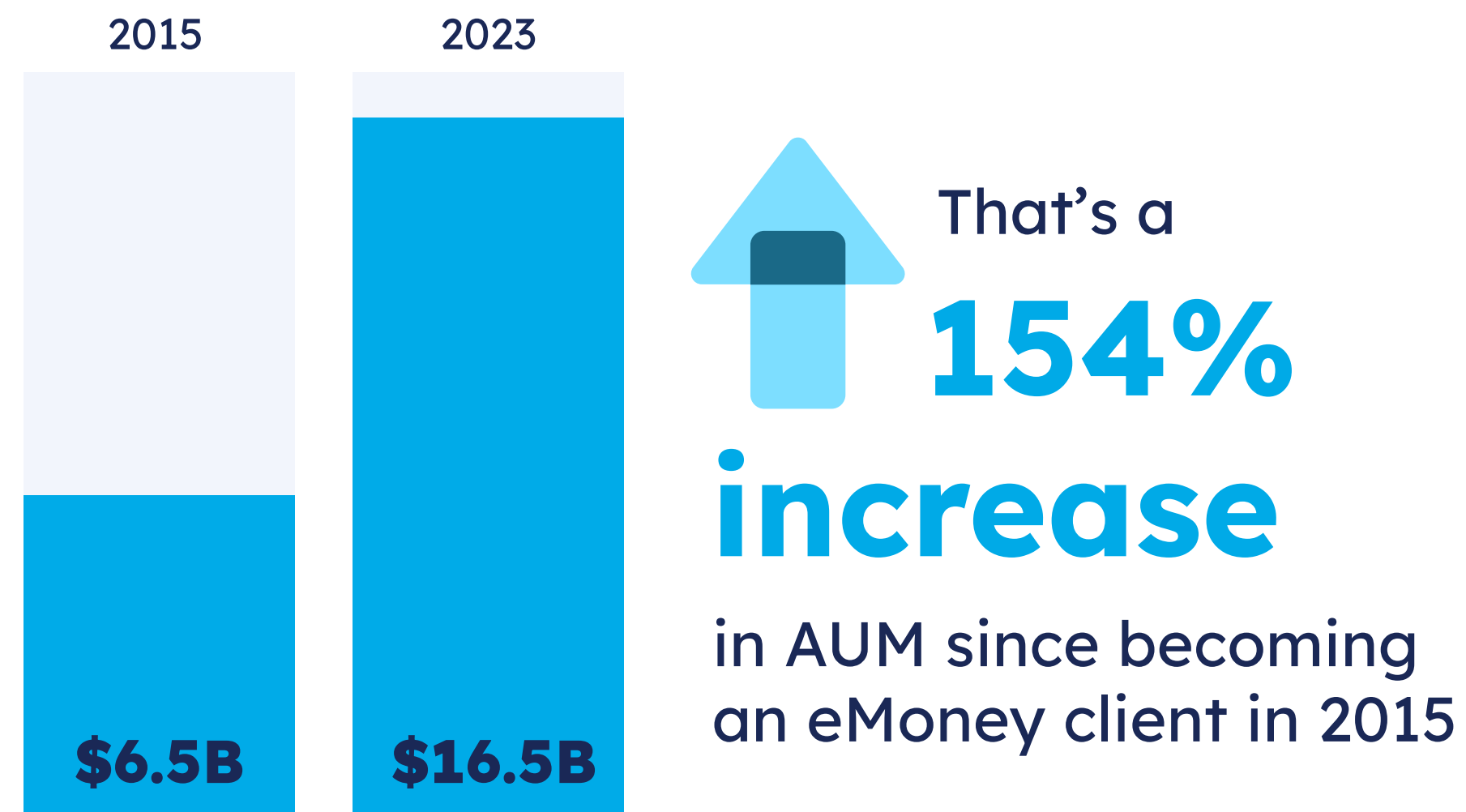
THE SOLUTION >

THE RESULTS >

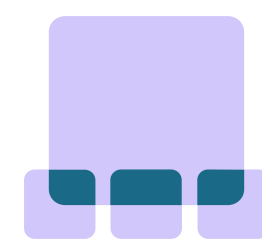
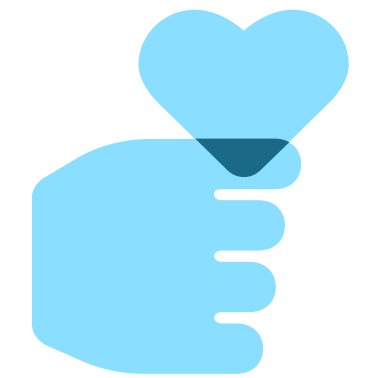
CLIENT STORIES >

BlueTrust

Planning with Wisdom



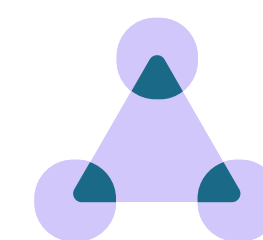
Big on Giving: The firm helps clients practice “Biblical Stewardship,” and one aspect of that is a goal to help them collectively donate \$2 billion each year.



7 Business Divisions: Everyday Steward, Private Wealth, Family Office, Professional Athlete, Business Consulting, Institutional Services, Estate and Trust Services



10,000+ Clients



An Integrated Experience: Pursuing a custom API project with eMoney

Favorite eMoney Updates: Max Retirement Spending Solver, consolidating features in Decision Center, Customizable Plan Summary Report

Company Profile



Established

1979, eMoney user since 2015



eMoney Product Used

eMoney Pro



Locations

Headquartered in Alpharetta, GA, with 17 branch offices across the U.S.



Business Model

Fee-based financial planning, investment management, and estate and trust services



Team Size

85 advisor teams and 250 field employees

The Goal

At Blue Trust, advisors apply biblical wisdom and technical expertise to help clients make wise financial decisions. To support this approach to managing wealth, the organization developed a proprietary cash-flow-based planning tool in 1989.

Though this purpose-built tool has many upsides, there were a few missing features advisors wanted:

- **Live modeling of “what if” scenarios:** The ability to adjust a plan on the fly was high on the wish list.
- **A simpler view of the big picture:** Advisors sought a streamlined way to show how decisions today impact the future to create a more engaging client experience.

When they began the search for a complementary platform with these capabilities in 2015, “eMoney rose to the top as an industry leader in cash-flow-based planning,” says Nolan McClure, CFP®, CKA®, Manager of Blue Trust’s Financial Planning Department. “We started slowly in 2015 with a few advisor teams on eMoney, and over time it gained more and more momentum.”

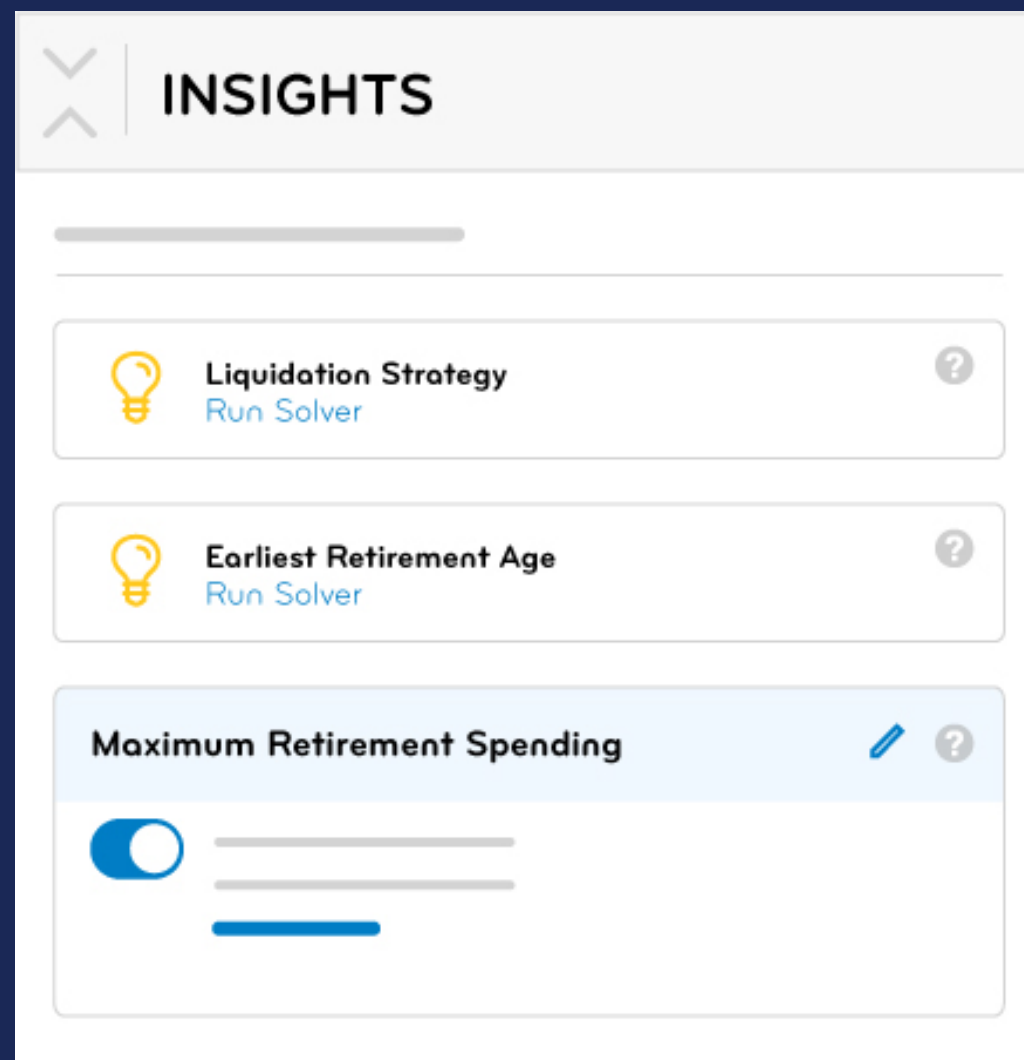
As a bonus, the growth-oriented organization was able to capitalize on live client support for eMoney—available before opening bell on the East Coast to closing time on the Pacific—as it expanded from its Georgia headquarters, adding four branch offices including one in Walnut Creek, California.

“We used proprietary solutions because nothing else could handle the complex cash-flow scenarios we do for clients. The fact that adoption of eMoney grew organically is a testament to the tool’s capabilities and interactive nature.”

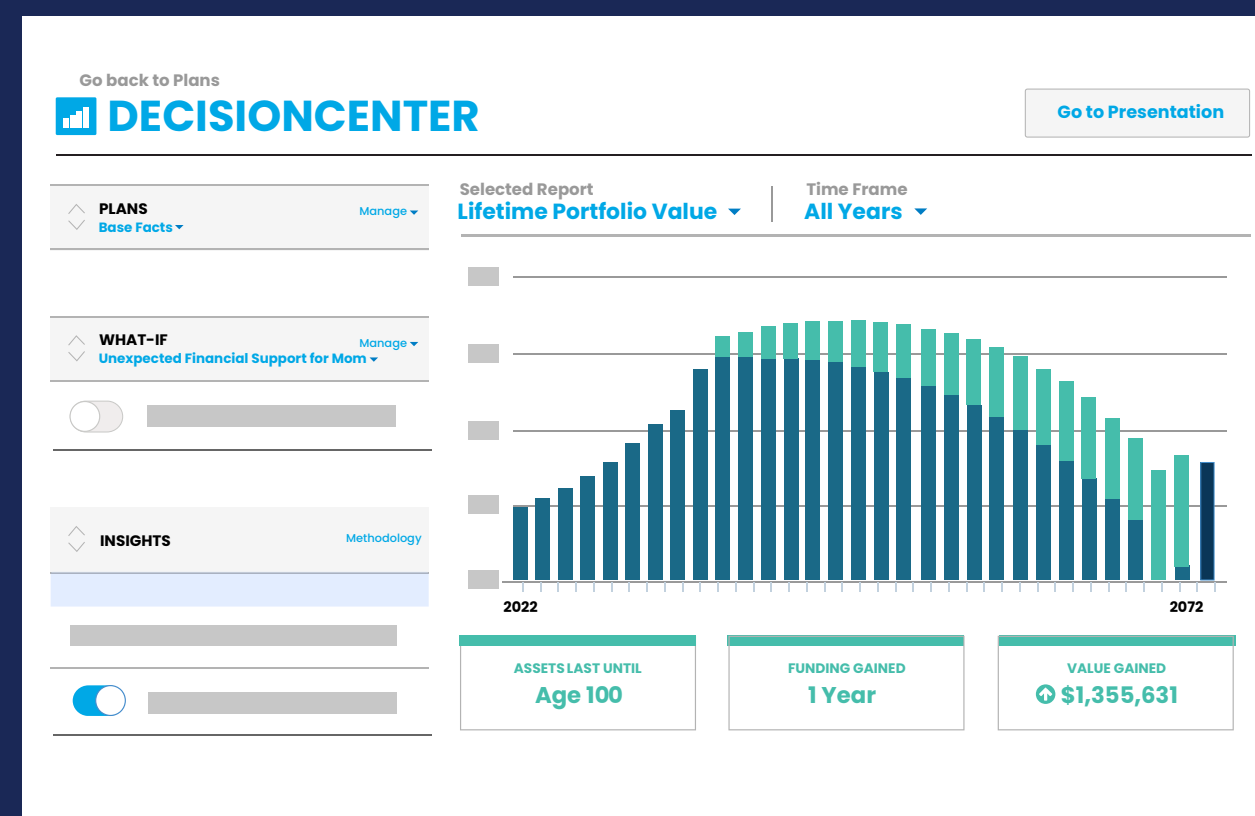
“eMoney gives you the opportunity to create a very compelling experience where you can engage and involve clients.”

— Nolan McClure, CFP®, CKA®
Manager, Financial Planning





Solvers boost advisor productivity



Decision Center keeps clients engaged

The Solution

One immediate benefit of adopting eMoney was the time saved. “Our financial planners talk about how efficient and quick and easy eMoney is to use,” McClure says, especially the new **Solvers in Decision Center**.

“Advisors in our Professional Athlete Division, in particular, said ‘This is really quick. It’s scalable. It’s attractive to clients.’ They started with simple plans and now use it more for complex scenarios.”

Visuals for the Generous at Heart

The firm has a proven process to help clients determine the age-old question of how much is enough. “Our clients are very interested in leaving a legacy through charitable giving. So helping them answer the question, ‘How much is enough?’ for their personal needs creates peace of mind for practicing generosity,” McClure says.

“Imagine your ‘enough’ is \$1 million and your investable assets grow to \$1.5 million. You might assume you have \$500,000 in excess for giving. But tax savings through strategic gifting techniques can increase that number. We always say, ‘There are no independent financial decisions.’ eMoney excels in helping us model the big picture while taking all factors into consideration.”

“Advisory teams new to the platform often ask us, ‘But can we model that in eMoney?’” says Carolyn LaBella, Financial Planning Operations Specialist at the firm.

“One team wanted to see the impact of a qualified charitable distribution but thought it would be too complicated. I said, ‘It’s very simple, let me show you.’”

— Carolyn LaBella
Financial Planning Operations Specialist



\$16.5 Billion

AUM (as of 12/31/23)

"We like to say, 'We are in the business of helping our clients experience peace of mind.' eMoney helps facilitate meaningful client conversations to accomplish this."

-Nolan McClure, CFP®, CKA®

The Results

Advisors at the firm now have more tools to help generations of clients manage and transfer wealth thoughtfully. About half of their advisors use the eMoney platform, but McClure's team is leading the initiative to build consistency across the organization and establish planning with eMoney as a Blue Trust proven method. One big reason is the Decision Center's ability to engage clients.

Planning with Confidence

"One of the couples we serve experienced a health crisis, which forced an early retirement," McClure says. A planning team in Atlanta used eMoney to help them make some course corrections to their finances.

"The wife told us, 'I love it when we meet and our financial planner plays with those different little variables and what-ifs.' She was referring to the Decision Center tool, which helped this family gain peace of mind amid a period of uncertainty." Planners appreciate that it keeps clients focused on their goals.

"Being able to model various assumptions on the spot in a meeting has really changed the game," LaBella says. "We've even won clients because of this interactive experience."

McClure and his team are encouraged by how eMoney has invested in expanding the Decision Center, making it an intelligent hub of functionality. "Decision Center helps us simplify the complex. That's our job."

When you add the award-winning support team to these capabilities, it tips the scales. "eMoney's client support is also a big reason we chose to partner with eMoney. Their customer support allows us to support all of our field members, coast to coast."

Client Story

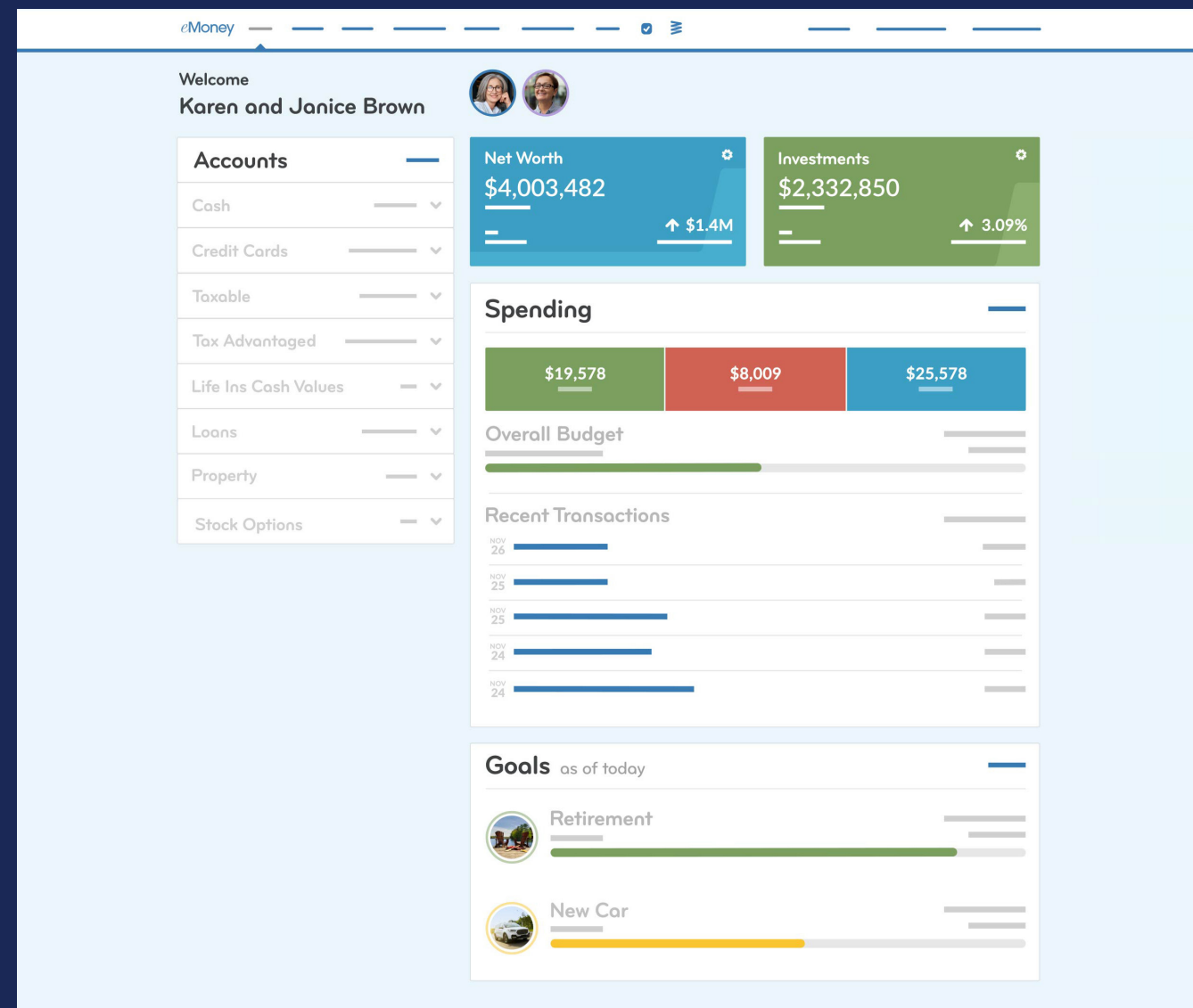
In the Family Office Division, the Portal Provides Spending Insight

A client with significant assets in the Family Office Division was uneasy about spending levels across generations of the family and spoke with his advisor about it.

“We set them up on the Client Portal, which is a powerful tool for tracking spending across multiple institutions,” McClure said. Through this tool, the team gained real-time insight into spending from shared accounts and put together a report for the client. “They just weren’t comfortable with the amount, and the portal provided needed clarity.”

That led to a family meeting, where the client urged each generation to rein in their spending.

“This tool created awareness of cash flow for the client and allowed them to make some changes. We encouraged the younger generations to use the Client Portal and start to build financial habits. Even when your family has a lot of resources, understanding your cash flow can be an important way of aligning your spending with your values.”



The eMoney Client Portal offered a multigenerational family a consolidated and real-time view of their complete financial picture, informing their spending decisions.

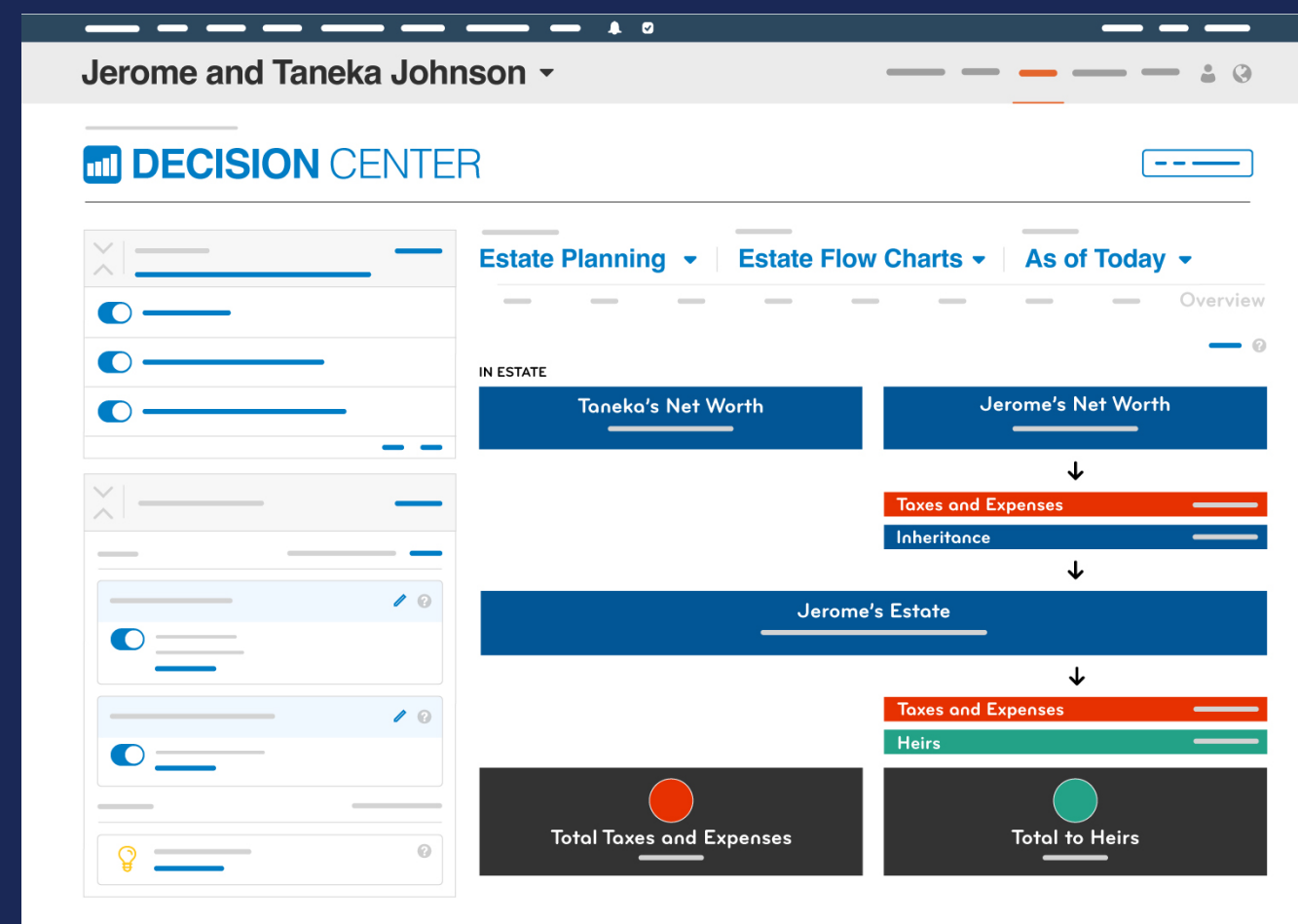
Client Story

Estate Planning Tools Illustrate a Blind Spot

Nolan McClure remembers an especially powerful wealth transfer conversation. Using the Estate Planning tool in Decision Center, he showed his clients an overview of their estate in a flow chart.

“They had specified leaving a certain percentage of their estate to a young woman they had taken under their wing. When I showed them in the tool what that percentage amount looked like in dollar terms, their immediate thought was, ‘I don’t know if leaving her that amount would be wise.’”

“That empowered the clients to work with us on a shift in the plan to give her smaller annual gifts now versus one big check when they’re gone. The clients were motivated to help her, and to do it with wisdom.”



The eMoney Estate Planning Overview illustrated a client blind spot that the advisor helped solve with planned gifting.

Client Story

Helping a Business Owner Maximize His Giving

A Blue Trust advisor with expertise in complex philanthropic strategies has built a niche working with business owners. One of the business owner clients wanted guidance in freeing up resources to donate strategically.

“His team helped the client complete a complex business gift to a donor-advised fund ... ultimately using the proceeds to fund ‘impact investing’ projects to give back to the community,” McClure said.

“Before the transaction, the team used eMoney to model that scenario, exploring how it would impact the client’s personal financial situation and taxes, and what the funds available for impact investing after the fact might look like.”

The advisor, who had only recently begun to use the tool, said he was very impressed with its accuracy.



The eMoney Decision Center provides insight into how a client’s giving would impact taxes to maximize generosity.

Looking to Grow Your Business? See How eMoney Can Work for You

Call 1-888-362-4612 or visit emoneyadvisor.com to learn more.

© 2024 eMoney. All Rights Reserved.