



How an innovative wealth management firm revolutionized their business with integrated technology

What made the Tamarac difference for Corrado Financial Group?

- Service excellence across all aspects of onboarding.
- Top-notch support and training with Tamarac University, including step-by-step videos and easy to use tools that help maximize the value of Tamarac technology.
- A robust online Help Center and a professional support team available to solve problems and answer questions.
- Weekly onboarding and training calls to check status and assess progress.
- Dedicated implementation team, always just a phone call away – to answer the most technical of questions and help users understand the full capabilities of the platform.

Corrado Financial Group, with offices in New York, NY, and Ramsey, NJ, has more than 35 years of experience helping clients organize, envision and plan their multifaceted financial lives. From managing investment portfolios to preparing taxes, Corrado considers the whole picture when building a strategy that works for their clients.

While Corrado founded their practice by providing accounting services, they quickly evolved to a firm that understands the full scope of their clients' financial lives. Working with multigenerational families throughout the U.S., Corrado continually looks for new ways to support their firm's growth and the evolving needs of their investment advisory clients.

New partnership sets the stage

That's the reason Corrado embarked on a new partnership with Investnet | Tamarac in 2011 by

implementing their award winning Tamarac Trading® application. As part of their onboarding experience, key Corrado team members, like Herman Lentz, Chief Compliance Officer, Anthony Marotti, Financial Advisor, and Trevor Hodges, the firm's Director of Client Relations, traveled to Tamarac's headquarters in Seattle for in-person consulting with Tamarac Trading experts – ensuring the application was setup to best automate the firm's unique business processes.

Prior to their move to Tamarac, whenever the Corrado team geared

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up for an aggregate trade, the process involved cutting and pasting spreadsheets, changing money balances to shares and everything in between – all by hand. “Implementing Tamarac was one of the best investments we’ve made,” said Lentz. “This partnership truly transformed the way we do business, by eliminating paper, increasing efficiencies, reducing the potential for trade errors, and streamlining our workflows.”

Focus on platform

With an appreciation for Tamarac’s innovative technology, Lentz became a strong advocate. When he learned of Tamarac’s plan to purchase PortfolioCenter, he knew he wanted to move forward quickly. Because Corrado was already a PortfolioCenter user with Schwab, it seemed like a simple decision and an easy way for the firm to enhance its reporting technology. Lentz connected with

Tamarac to start conversations about an intentional and planned transition to Tamarac Reporting.®

“We’d always had our eye on Tamarac’s Advisor Portal, but it fell a bit out of our price range in the past,” said Hodges. “When we learned about Tamarac’s PortfolioCenter No Conversion offer, we knew this opportunity was too good to pass up. We are going through the implementation process now, and we couldn’t be more pleased with how the transition is coming together.”

Beginning the implementation process

In thinking back, Lentz acknowledges some “less than positive” technology vendor integrations in the past. After experiencing the Tamarac implementation process, he believes that others simply don’t hold a candle. Lentz sees it as a smooth transition, with a clean database



At A Glance: Corrado Financial Group

- **Founded:** 1983
- **Locations:** New York, New York and Ramsey, New Jersey
- **Website:** www.corradofg.com
- **Services offered:** Wealth Management, Tax Services, Retirement & Estate Planning, Family Office Services, Insurance Consulting, Business Services
- **Clients:** 300 families (in investment advisory business)*
- **Staff:** 10
- **Primary Custodian:** Charles Schwab & Co.

*Firm detail as of September 2019



and best practices shared along the way to further improve how their firm supports their clients' custodian.

"While we're still learning a new language and a new way of operating, the Tamarac team gets this and they've been with us every step of the way," said Lentz. "They understand our business and are committed to helping us succeed."

With so much utility in the Tamarac program, he believes it can all seem a bit overwhelming at first. "We're taking full advantage of the Tamarac support team to help us mitigate any difficulties in the transition and get the most traction from the platform," added Lentz.

Driving integration: testing and testing again

When replacing an existing application, it's a best practice to run the new system in tandem with the old to compare the output. This also ensures that the new system is fully tested and ready before turning off the software

being replaced. While this can require a little extra work up front, the end result is that much better.

For example, the Corrado team was experiencing an issue with verifying a transaction report during one of their "dry run" sessions and they couldn't determine why. After reviewing the report line-by-line and speaking with their Tamarac team, they learned that the discrepancy was based on the identification of unmanaged assets, an issue that was quickly reconciled. "It all comes down to understanding the nuances of the platform and getting comfortable with the new technology," said Hodges.

Added benefit: data cleansing

According to Lentz, the conversion has created an added benefit. It's forced the team to clean-up data and spend the time to establish the right relationships between clients and their accounts. "We're taking the time to do this now, so we'll have a cleaner and more efficient system in the end," said Lentz.

“We’re excited to welcome our clients to Tamarac’s Client Portal...”

Comprehensive reporting deepens relationships

As the Corrado team looks ahead, they plan to run their next quarterly billing on both PortfolioCenter and Tamarac to confirm that all syncs up. After that, Corrado will fully transition to Tamarac. With that plan in mind, the Corrado team is already engaging in conversations with Tamarac about the communications plan and all that is available to help them welcome clients to the portal.

Hodges added, “We’re excited to welcome our clients to Tamarac’s Client Portal. Once they see the enhanced capabilities and their ability to engage in a more interactive, transparent and streamlined

experience with us, we believe it will take our client relationships to another level. With Tamarac, we’re providing clients with more access to portfolio data than they’ve ever had before.”

In good hands

As Corrado moves closer to full implementation with Tamarac, they feel confident they’re in good hands. Both Lentz and Hodges describe the transition thus far as a complete success, and they look forward to delivering a more powerful technology solution that drives deeper client engagement and business efficiency.

About Investnet | Tamarac®

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Tamarac serves over 1,000 RIA firms, collectively managing more than \$1.2 trillion in assets. Investment advisors that use Tamarac’s solution range in size from managing less than \$10 million in assets to over \$10 billion.

For more information on Tamarac, please visit www.tamaracinc.com and follow @ENVTamarac.

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