

CASE STUDY

Accelerating Financial Transitions

How a Financial Advisor Quickly Automated Transitions with Forms Logic

Carlos Benedeti, a seasoned financial advisor at Passport Wealth in Davie, Florida, has been in the industry since 1994. Over the years, he has navigated multiple firm transitions, with his last one in 2007 being entirely paper-based due to the firm's lack of electronic processing capabilities. With a client base of approximately 275 clients and 432 accounts, Carlos' most recent transition was prompted by his OSJ group's decision to move to Ausdal Financial Partners, based in Davenport, Iowa.



Challenges & Objectives

Carlos' book of business was predominantly held at Schwab (85%), with the remainder in direct accounts. Beyond the necessity of transitioning to a new firm, this process also presented an opportunity to:

- ✓ **Streamline and optimize his book of business by removing lower-serviced clients.**
- ✓ **Update and verify client data, ensuring accuracy and completeness.**

Given his prior experience with manual transitions, Carlos sought a technology-driven solution to minimize paperwork, accelerate the transition timeline, and improve overall efficiency. As a serviced provide my Ausdal, he utilized Forms Logic to facilitate this process.



The Transition Process

Carlos' transition with Forms Logic officially began on October 31st. The firm provided an intuitive data spreadsheet for inputting client and account details. While Forms Logic offers a concierge service for data entry, Carlos, being proficient in Excel and maintaining well-organized data, opted to handle this task himself.

During the data scrubbing process, he worked closely with a Forms Logic transition coordinator to ensure all required data fields were completed for seamless submissions post-signature. By the time of his affiliation date (November 29th), 100% of the necessary data had been uploaded into the Forms Logic transition system.

With the data fully integrated, transaction workflows were automatically populated with the appropriate forms, pre-filled with accurate client details. This allowed Carlos to be fully prepared for the signature process upon his licensing completion on December 3rd.

Execution and Results

Once licensed, Carlos swiftly initiated the document-signing phase via Forms Logic's integration with DocuSign. The results were impressive:

- ✓ **Between December 3rd and December 14th, 378 accounts were signed.**
- ✓ **By December 17th, the remaining 54 accounts were also signed.**
- ✓ **In just 45 days from the project kickoff, 100% of his accounts were signed and in the transfer process.**

Lessons Learned & Key Takeaways

Carlos' experience highlights critical lessons for advisors undergoing a transition:

- 1 Data is King**
Having well-maintained and organized client data significantly streamlines the transition process.
- 2 It's Not Fully Automated**
While technology simplifies the process, advisors must actively manage their data to ensure accuracy and completeness.
- 3 Commit to the Process**
Staying proactive and focused on data gathering prevents delays and ensures a smooth transition.
- 4 Leverage Technology**
Forms Logic proved invaluable in automating paperwork, reducing errors, and expediting client transitions.



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“Forms Logic made what could have been a stressful transition incredibly seamless. Their platform was intuitive, and the support team ensured every step was efficient. By the time my licensing was complete, I had everything ready to go. The integration with DocuSign was a game-changer, allowing me to complete all my account transitions in record time. If you're transitioning firms, **Forms Logic is a must-have tool.**”

Carlos Benedeti, Passport Wealth