

Trustee Services For Modern-Day RIAs

Why and Who We Are

- Advisor-focused trust company offering direct access to South Dakota trust law (No. 1 in America)
 - White glove Innovation and Collaboration trustee services
- Trustee services centered around control and choice
 - We do not invest nor custody trust assets
- Unique, tailored solutions for platforms and advisors that drive organic asset and EBITDA growth
- Co-Founded and led by a former Ernst & Young team and a former life insurance Chief Actuary
- ...because **You** expect more™

Advisors are modern-day financial QBs for clients



An Advisor's Top Priorities (Best Guess)

1. Financial planning workflows and deliverables balancing customized answers and scalability
2. Investment goals vs. actual in tough markets
3. AUM growth and retention
4. Hours in your day vs. your To Do list

99. Learning and choosing trustee services for your clients

Trustee Services: A Business Tool

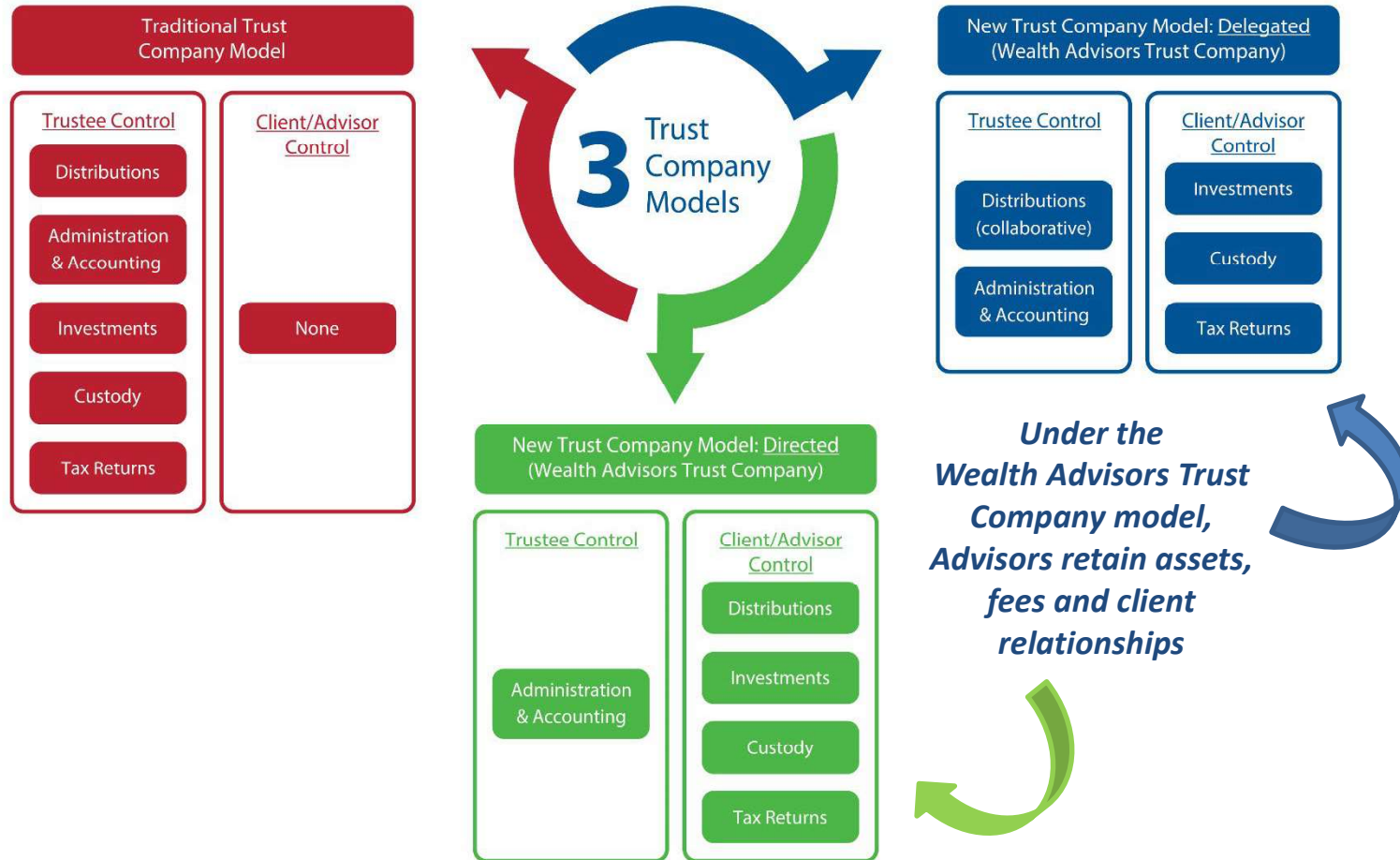
1/ increase Sticky Assets: Avoid getting replaced when clients pass away.

2/ attract new Wealthy Families: Offer a trustee solution when a prospect has trust assets at a competing trustee.

3/ forever Family Harmony: don't put siblings in a position to fight or get sued and avoid you getting sued.

4/ turn-key Trusts: Asset-protection trusts (aka self-settled) and ILITs. We pay to set up.

Clients Want White Glove Services



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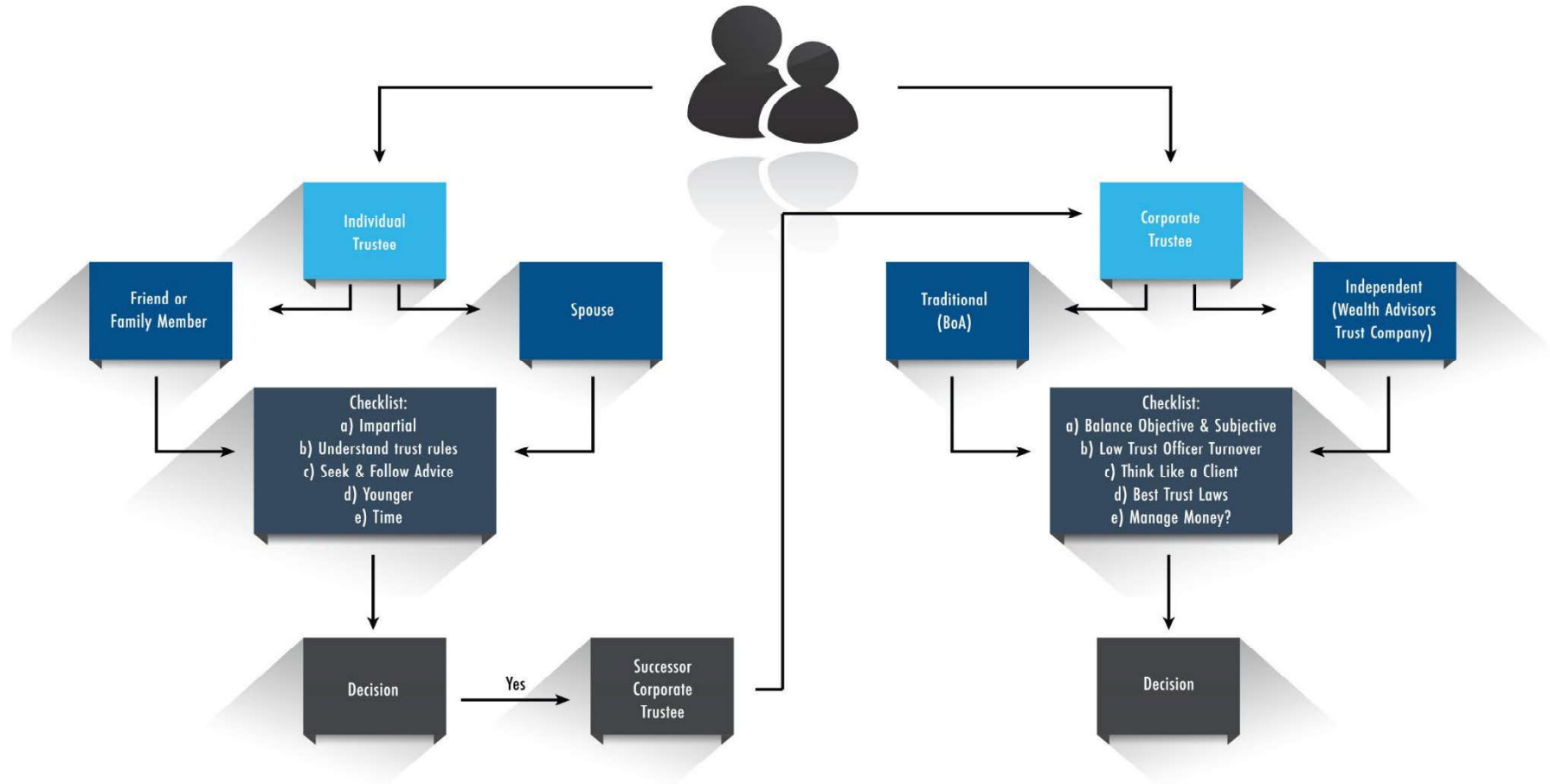
Trusts: What Can a Client Achieve?

1. Integration of faith, family and the philosophy of wealth
2. Keeping money private from everyone
3. Give less to the tax man
4. Protect your money from shady lawsuits
5. Legally beat the law against perpetuities
6. Protection for future generations

Trustees Activities

1. Onboarding
2. Taxes
3. Investments - RIAs
4. Distributions - Collaboration

Picking a Trustee



“We came for the trustee services; we keep referring you guys' new business for the extra outside-the-box thinking helping our business grow and not embarrassing us.”

*Loree Cullum
Director of Wealth Management Services
Vaquero Wealth Management
Dallas Texas*

Case Studies – WATC Working With Advisors

“No Way!!!” Advisor Lift Out from National Bank

Challenge

Two-person team out of Texas had \$180 million in trust accounts orphaned at former national bank employer, which needed a new corporate trustee with four separate household relationships.

Trust documents were vague around trustee removal, but state trust laws were flexible.

Solution

WATC met with advisors’ trust clients and offered a “good cop/bad cop” strategy for removal of old trustee.

Transitioned assets to advisor, WATC became the new trustee under South Dakota trust law.

Results

1. Additional \$180 million of legacy trust assets were brought over from the legacy bank, driving new recurring revenue within 75 days.
2. One of the households referred a new \$15 million client account (not necessarily needing trustee services) because of the collaboration and innovation that the advisor displayed when delivering a solution for orphaned trust accounts.

“You are all the same.” COO of \$3 billion Hybrid RIA

Challenge

Hybrid RIA platform Chief Operating Officer could not initially distinguish WATC from other independent trust companies.

WATC acknowledged that being in a top trust location and not competing against advisors could both be perceived as a modern-day commodity.

Solution

WATC suggested the COO hold a Zoom “bake-off” among seven (7) competing trust companies, with advisors posing relevant random questions of their choice during the presentation process.

Afterwards, the advisors would then choose the one trust company that they wanted to work with.

Results

1. We won. Plus one other firm.
2. **Advisors are vested in the decision to select WATC as the trust company.**
3. **WATC has helped the advisors win \$24 million in new trust assets.**

Start Your Trustee Services Journey:

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