



CASE STUDY

# Giving Advisors the Tools to Succeed

With Morton Wealth



# Introduction

**It's a tale as old as time: A registered investment adviser (RIA) firm on the rise quickly outgrows its customer relationship management (CRM) platform and looks for something with more power under the hood.**

As a pioneer in fee-based RIA service, Morton Wealth Management has been providing thoughtful, comprehensive financial advice to clients since 1983. Over the years, the firm's technology stack has evolved in an effort to continually deliver a better client experience. Recently, firm leaders like Chief Operating Officer Stacey McKinnon felt that their customer relationship management (CRM) platform wasn't able to deliver all the functionality needed to fully support their advisors in a shifting wealth management landscape.

As a result, the Morton Wealth team began searching for a CRM solution with the features, transparency and flexibility that would allow the firm to continue growing without any obstructions. They found Practifi.

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## About

Morton Wealth Management is a fee-only registered investment advisor founded in 1983 on the principles of objectivity and independence.



## Services

- Wealth Management
- Financial Planning



# Taking an employee-first approach.

At the end of the day, every firm prioritizes the client experience above all else. But first you need to give advisors the tools and support they require to meet your high standards of quality. Morton Wealth's Sarah Ellis has made it her mission to provide the team with exactly what they need.

As Morton Wealth's business evolved, advisors' roles became more specialized. Multiple team members might be involved on an account — a major shift from the traditional one to one client relationship. This type of operational model requires total transparency so everyone involved can see what's happening at any given time. The previous CRM platform lacked intuitive features that would enable advisors to track client relationships at a granular level. For instance, the software's tagging function would label every communication coming from a particular email address without any way to filter results to zero in on the key interactions.



While Ellis and her team knew from the outset that Salesforce would provide the foundation of the firm's CRM hub, they wanted an overlay that was more intuitive and user-friendly. Morton Wealth's employee-first mindset led the way toward Practifi. Firm leaders saw a visually appealing user interface (UI) that would be easier for advisors to manage from day to day.

"We believe that in order to give the client the best experience, it truly starts with our employees... We want our employees to feel both valued and empowered by listening to them and identifying tools that can make their job easier and more efficient."

SARAH ELLIS, ADVISOR OPERATIONS  
MANAGER, MORTON WEALTH

# Making life easier for advisors.

Rolling out a new CRM is usually a major undertaking, especially when you have a diverse staff with different comfort levels when it comes to technology. Morton Wealth's advisors run the gamut from folks who have decades of experience and are just a few years shy of retirement to new hires fresh out of college.

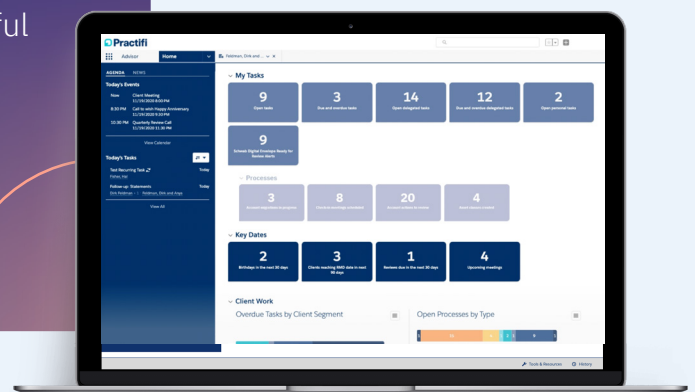
As such, the firm carefully managed the rollout process to avoid overwhelming staff with a ton of new tools to learn. At first, the Practifi implementation was relatively simple, but over the past year and change, the firm has slowly added on new features and functionalities. Through it all, Ellis and her team have worked with Practifi to ensure the platform seamlessly integrates into the firm's tech stack.

This approach has helped boost adoption and show employees how to get the most out of Practifi. No longer burdened with administrative tasks, advisors can focus on building relationships rather than doing paperwork. Organizing account updates, client interactions and other critical information through Practifi puts everything in plain sight — and with all the context needed to understand what's happening at any given moment. The result: Advisors can pull up the info they need without wading through a bunch of unnecessary or irrelevant documentation. Adoption is through the roof, and staff members have the freedom and flexibility to do what they do best: support clients.

“One of my most tenured advisors even declared, without provocation, ‘I love Practifi!’” Ellis said.

“We hire advisors because they are relationship-builders, not tech wizards. No matter an advisor's comfort level with technology, introducing a new tool can be overwhelming. We are thoughtful to this because we don't want the tool to just become 'standard practice', but rather something that is driving a positive result.”

SARAH ELLIS, ADVISOR OPERATIONS MANAGER,  
MORTON WEALTH







# Building trust with clients — now and in the future.

Laying the foundation to better monitor and understand client relationships paid off for Morton Wealth when the COVID-19 pandemic hit and staff members were forced to work from home. Although they weren't able to walk down the hall and ask coworkers questions, Practifi's user-friendly UI and intuitive relationship management capabilities helped advisors to continue providing the support and guidance their clients needed.

"Money is a very personal topic and can reveal a lot about someone's values and even their fears," Ellis noted. "People don't talk about their money with everybody, but they talk about it with us. With the pandemic, many clients were experiencing new levels of vulnerability, and it is so important that we continue to build lasting trust."

Looking toward the future, Morton Wealth expects to continue growing its business as it brings new clients into the fold and helps them enjoy their wealth. With Practifi making it easier for advisors to focus on forging strong relationships, the firm can focus on delivering an excellent client experience that provides meaningful value for years to come.

Ellis and her team continually look for opportunities to incorporate new features and functionalities into the Practifi platform. In this way, both Morton Wealth and Practifi can help each other grow and evolve.

"I truly appreciate the relationship we've built and feel like we're always helping improve the product in all the different ways we're using the tool," Ellis explained. "We love our partnership with Practifi."

Learn more  
about Practifi

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