



## D3 FINANCIAL COUNSELORS

*Using Interactive Advisory Software (IAS) to Conquer Any Client Situation*

*“I am completely satisfied with the product. We have not found a client situation that we cannot model in IAS.”*

**- Donald D. Duncan, MBA CPA CFA™ CFP®,  
President of D3 (Design – Develop – Deploy)  
Financial Counselors**

### The Company

Since 1997, D3 Financial Counselors, located in Downers Grove, Illinois, has been a comprehensive financial planning and investment management firm. It focuses on comprehensive wealth management from financial planning, tax management, estate planning, business wealth maximization, and investment management and reporting.

### The Challenge

Prior to 2005, D3 Financial Counselors was using three separate systems for CRM, financial planning, and portfolio management. The company's portfolio management process really needed to be integrated into its ongoing financial planning efforts. This could not be accomplished with disparate systems.

### The Solution

D3 Financial Counselors completed its conversion with IAS, a truly unified, Web-based solution, in January of 2005. Ever since the conversion, the comprehensive needs of the company have been thoroughly met. Donald Duncan, President of D3 Financial Counselors, commented, “The system is so comprehensive, there are modules that we are still not completely utilizing.”

For D3 Financial Counselors, IAS' unified solution has not only surpassed stand alone products but all-in-one, integrated solutions, as well, which claim to be best-of breed. D3 did not believe these to be the best and when the company completed an internal cost, benefit, and time analysis, it discovered a clear indication that IAS was the most valuable solution. Without IAS, D3 was not able to complete electronic-data transfers between systems or view project cash flow in retirement plans. Furthermore, the integration of the financial planning and portfolio management pieces definitely was a

separation factor for IAS, in addition to the ability of IAS to capture all portfolio management transactions in a file download format.

### The Results

Although IAS cannot claim sole credit for D3 Financial Counselors' success, it can claim that it enabled the business resources at D3 Financial Counselors to enhance its abilities to produce some incredible results.

Some of those results include:

- Time and money saved through streamlined data entry, updating, and review, as well as custom reports.
- Productivity has increased for many reasons but the key reason is the elimination of duplicate data entry.
- Numerous clients can be managed through report generating capabilities and clients' investments are managed by the portfolio rebalancing features.
- Employees have the ability to work off-site – something that would not have been possible without IAS' Web-based solution. This level of flexibility has meant improved productivity for D3 Financial Counselors!
- D3 has become a firm differentiated from its competitors because of the way IAS' solution is positioned.
- Service to clients has improved dramatically because D3 can better model client financial events, provide accurate portfolio performance, and capture client notes.
- A great cost savings with being able to have a virtual office, (because of IAS) meaning lower overhead, while still having the capability to maintain, monitor, or administer advisor productivity, client communications, compliance oversight, task management, and more from anywhere.
- A great cost savings by avoiding having to purchase multiple disparate systems.
- D3 Financial Counselors is looking to grow by expanding locations soon and because of IAS, it will be able to do so.

**Looking for a solution to provide your firm with similar results? Call 1-800-821-7355 or visit [www.iassoftware.com](http://www.iassoftware.com) for more information.**