

HOXTON FINANCIAL, INC.

Using Interactive Advisory Software (IAS) to Expand Its Business

"I was skeptical when I heard IAS offered the promise of a fully-integrated practice management software solution but now after using it for three years, I could not be happier. In fact, I take every opportunity I have to promote IAS - except to my competitors that is."
- Rob Hoxton, President of Hoxton Financial, Inc.

The Company - West Virginia firm, Hoxton Financial, Inc., was established in 2002. At the time, it was a firm with \$25 million assets under management and approximately 60 clients.

The Challenge - Prior to October 2004, Hoxton Financial, Inc. was using multiple disparate systems for portfolio management, reporting, contact management, and financial planning. Over time, it became more difficult for the firm to grow and bring on additional staff. The various products were not interfaced requiring input duplication and the opportunity for error, and the learning curve was much steeper as the staff had to continuously learn each software product's individual quirks. It also became apparent the software used for portfolio management and reporting particularly was becoming a threat to its business. It was difficult to manage mostly due to poor technical support services, and serious doubts began to arise regarding the validity of the reports. When the company producing this application was sold, Hoxton Financial, Inc. knew it had to begin looking elsewhere.

With the experience of using other software and a vision of what it felt would be the ideal software offering, the firm knew what it was looking for but was not certain it even existed.

The Solution - This is when Hoxton Financial, Inc. found IAS' Unified Wealth Management Solution, which truly integrated all applications the firm needs – financial planning, portfolio management, reporting, and customer relationship management (CRM). Not only has IAS delivered these major components admirably but its technical support team and senior management personnel have also proved responsive and flexible to the needs of Hoxton Financial, particularly during the stage of having to transition from other software. Three years later, the firm is still maintaining a working relationship with the same IAS professionals it worked with during its initial transition.

Aside from the growth the firm has seen since utilizing IAS, the solution has allowed its senior advisors to provide a higher level of client service, the support staff to keep management completely informed of developments in each client's situation, and management to quickly produce important management reports. This has resulted in fewer tasks from being overlooked and created a greater sense of accountability amongst the staff. IAS has also provided Hoxton Financial with capabilities that usually larger firms would have, and continually enhances its features.

The Results - Although IAS cannot claim sole credit for Hoxton Financial, Inc.'s success, it can claim that it enabled the business resources at Hoxton Financial to enhance its abilities to produce some incredible results. Some of those results include:

- Hoxton Financial now serves 212 client households versus the 60 it served in 2002 and is a firm with \$160 million assets under management.
- Having all of the clients' important information available at-a-glance and updated daily through IAS has allowed Hoxton Financial to be more responsive to clients and their needs, which helps them offer a level of service that surpasses their competitors.
- Because IAS Web-based and available from any Internet connection, it allows the staff at Hoxton to maintain a portable office.

"Last year, I was vacationing with my family in Europe when our largest client needed to speak to me. I was able to find an Internet café, return his call, and have all of his important information at my fingertips. While the client knew I was out of the country, he was impressed that my vacation did not interfere with my ability to serve his immediate needs." – Rob Hoxton

- With IAS' solution, not only do the firm's clients appreciate its level of responsiveness but some are also using the client portal and are excited to be able to see their financial situation change from one day to the next.

Looking for a solution to provide your firm with similar results? Call 1-800-821-7355 or visit www.iassoftware.com for more information.