



The must-offer RIA services for the future

By Charles Paikert

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Advisers, get ready to expand your service offerings — even more than you have already.

"The greatest change we will see at firms a decade from now is the emergence of a range of client services that today are not typically considered part of wealth management," says Bernie Clark, head of Schwab Adviser Services.

Indeed, 41% of advisers surveyed by Schwab said the independent model will differentiate itself by offering clients an array of benefits such as tax planning, charitable planning and healthcare planning, according to the firm's most recent Independent Advisor Outlook Study.





Advisers will need to provide more services for the same fee, says Bernie Clark, head of Schwab Adviser Services.

"It will be increasingly important to have a broad set of tools and strategies to help clients,"

Emerging markets

But RIAs should be able to navigate the pressure by leveraging technology, Bean says.

"Technology will offer a tremendous advantage," he says. "At our firm, we think about how we can maximize our technology solutions seamlessly and scale the business so we can spend more time focusing on client needs."

Advisers who can do this successfully will benefit in the long run, according to Clark. "Fees have stayed the same," he said in a conference call with reporters, "and you are going to see advisers provide more for the same fee. But this is what is going to help advisers win."



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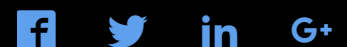
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