

Willson



Financial

Case Study

Willson Financial

Jake and Ned Willson have always been interested in finance and investment. They both decided to get a degree in finance, and Ned decided to continue his education by getting an MBA. During the last four years, they noticed that their relatively small town in New Mexico only had one business dedicated to financial management and advising. Understanding that there are many ranchers and farmers that do a good business, and seeing more and more people retiring to the area, they started on a business plan to open up Willson Financial.

The first step was for both of them to acquire a CFA license. They then had to decide how to register the company, with the state or with the SEC. Deciding to go with registering with the SEC, they knew they would need help making sure the business remained compliant with SEC regulations.

When they started running Willson Financial, they hired one office employee; Phoenix Two Star, who would take care of client appointments, office supplies, and other office duties. They also hired a part-time compliance manager, June Santos, to ensure that the company would stringently follow all regulations required by the SEC, with whom the company is registered

While Jake and Ned know that the customer list has grown in the past year, they've been so busy that they decided it was time to step back, take a look at the client list, their assets, and the billing process to make sure the customers were getting the best service possible, while keeping the business in the black. One decision to make is whether to change the billing structure. Some of the questions to be answered are:

How many clients have been added for each of the past six months?

What is the average amount of assets (in currency) for the entire client list?

How many clients have a high number (more than 10 a month) of transactions?

