WealthTechs

CLIENT PROFILE

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GAMBLE JONES INVESTMENT COUNSEL SINCE 1956

Gamble Jones Investment Counsel

- Founded in 1956
- Registered Investment Adviser
- $1 billion + AUM
- Portfolio Accounting System - Advent APX
- Trading System – Advent Moxy
- CRM - Microsoft Dynamics
- Financial Planning System - InStream
- Primary Custodians – Schwab, Fidelity, TD Ameritrade

BENEFITS

- Cost Savings – Substantially reduce the cost of custodial data
- Integrations – Direct integrations with the industry's leading portfolio accounting systems
- Clean, Accurate Data – Direct feeds from the industry's leading custodians and banks
- Fast Service – Quick turnaround to resolve issues

Gamble Jones Investment Counsel is an independent, multi-generational investment management firm located in Pasadena, CA. With a long legacy of providing investing expertise to clients, Gamble Jones has successfully grown the firm and now serves hundreds of individuals and families, representing over $1 billion in assets.

As part of the growth of the firm through the years, Gamble Jones had created a robust back office support platform, however, that infrastructure was also creating a growing expense item, dampening profits. Particularly the cost of accessing custodian data to manage and report on client portfolios was becoming more and more of an issue.

"We had been looking for quite a wile for alternatives to lower our custodial data costs," said TJ Jones, Chief Technology Officer for Gamble Jones. "Fortunately, we came across WealthTechs and were extremely impressed with their capabilities." The WealthTechs platform provides accounting level data through direct feeds from the various custodians supporting advisors, making it a powerful tool for firms using multi-custodians and advanced portfolio accounting systems. According to Jones, "We cut our data costs by more than 50% through WealthTechs,"

Beyond the cost savings, Jones also appreciated WealthTechs CDi™ software that integrates WealthTechs' custodian data with Gamble Jones' Advent APX system. "Because there is no universal data standard used by the industry's custodians, translating custodian data feeds into a usable form for our portfolio accounting system was a particular challenge. WealthTechs has standardized and normalized custodian data and provided us with the CDi software program that allows us to translate the custodian data exactly how we would like to use it in Advent APX. This combo of clean, normalized custodian data coupled with an easy to use APX integration software program is now a key aspect of our daily operations."

Going forward, Jones is looking to capitalize on the process improvements offered as a result of his relationship with WealthTechs to better automate the entire process so that he can free up his Chief Operating Officer from having to manage the daily custodian data reconciliation process and pass off that task to their client service team. "WealthTechs has been extremely responsive in helping us customize and automate our processes. If a data issue is ever identified, we are confident that WealthTechs not only will quickly respond to us, but will fix the issue so that it doesn't arise again," Jones said. "Before WealthTechs, data errors were a time-consuming and frustrating experience."

Gamble Jones considers WealthTechs as a key partner in their business. "We truly appreciate their client focus, technology expertise and service culture," said Jones. "We look forward to continuing to work with WealthTechs on further projects such as further integrations with our CRM, and know that they will be key to our success."