



Surfing the **Wealth Management M&A Wave**

The growing M&A boom.

❖ Many advisors expect to be involved in a deal in the near future:

72%

An orange ribbon award icon with a circular seal.

say delivering a superior **customer experience** is a key reason to join forces with another firm.

23% expect to be part of a **merger or acquisition** in the next two years.

❖ In fact, advisors say that operational issues are among the top challenges in any M&A deal.

Making a deal work.

❖ Operational concerns top the list of advisors' fears about how a deal could go wrong.

60%

An icon showing a tree structure with three nodes at the bottom and one node at the top, representing a hierarchy or flow.

say **bulk transfer** of new clients is a challenge, second only to cultural alignment (62%).

37% say their biggest fear is that clients **don't transition to the successor**.

34% are worried that clients will have a **poor experience** due to operational delays.



Key strategies to deliver stellar client service.

❖ Technology and infrastructure are critical to meeting clients' expectations during a merger or acquisition:

98%

An icon of four arrows pointing outwards from a central point, symbolizing expansion or reach.

say having an **efficient and scalable back office** is very or extremely important when integrating firms.

❖ Advisors identify several specific functions as critical when merging firms:

An icon showing two people silhouettes with a speech bubble above them.

74%

Client communications

An icon showing a flowchart with boxes and arrows.

64%

Workflow management

An icon showing a person silhouette with a gear above their head, representing a process.

64%

New account management process

An icon showing a document with a checklist and a pencil.

61%

Document management



Smart steps for advisors

Learn more about strategies to ensure post-M&A success by reading the white paper, "A Strong Foundation."

