



# TAMPS, Third Party Platforms and Model Marketplaces



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# Agenda



- A History of TAMPS, Third Party Platforms and Model Marketplaces
- Opportunities for the Model Marketplace
- An Eye towards the Future

# History Timeline



**1970**

Institutional  
Assets

**1990**

Early Days of Fee  
Based Services

**2010**

The Great  
Reset

**2020**

Pandemic

**1980**

Wirehouse &  
Banks

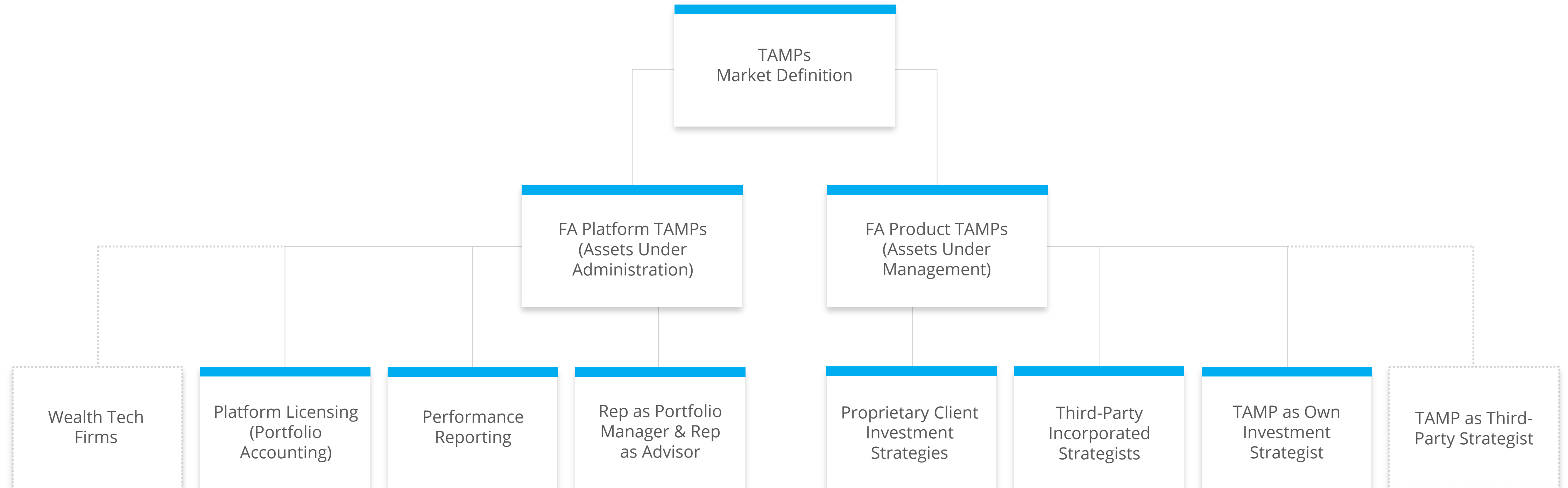
**2000**

Introduction of  
Technology

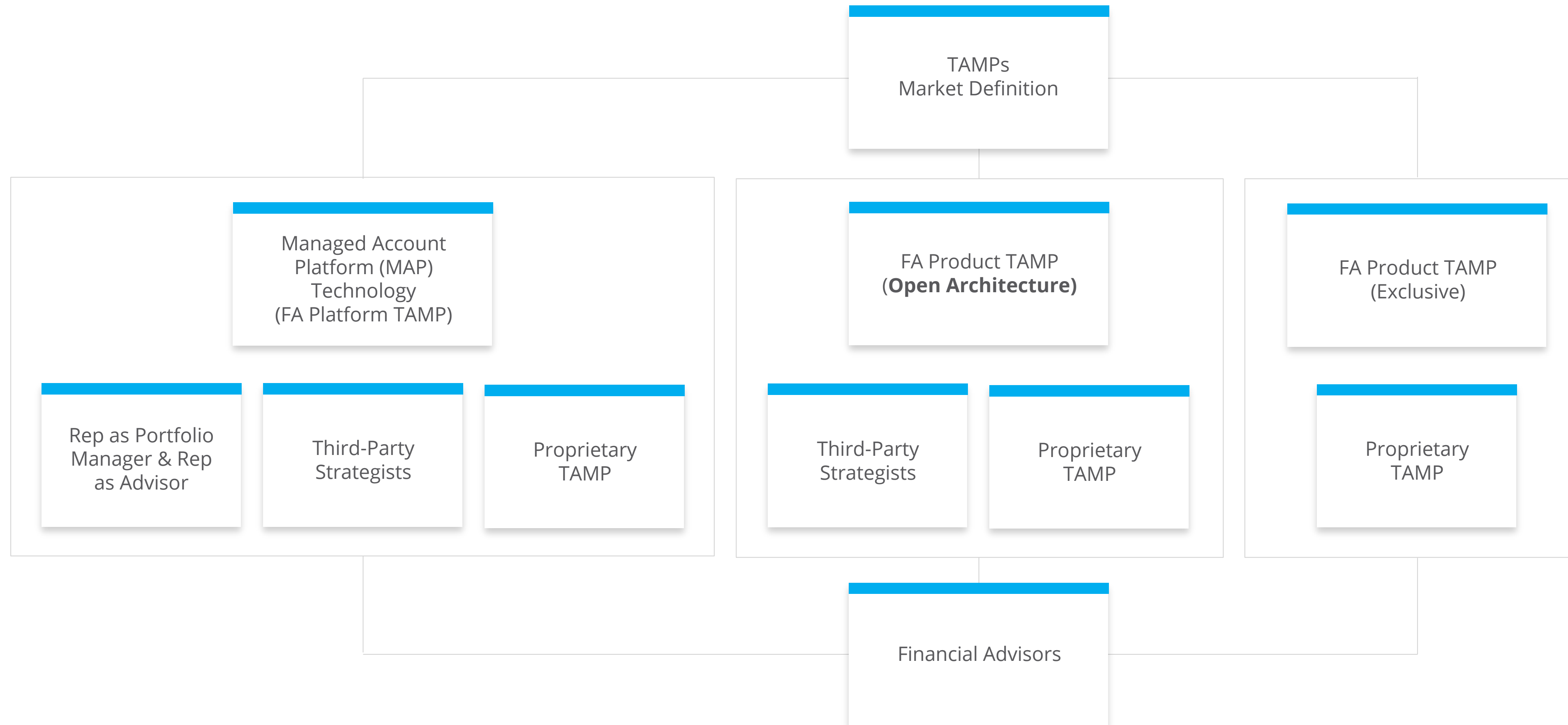
**2015**

DOL – Fiduciary  
Rule

# TAMPs Market Definition



# TAMPs Market Definition



# TAMPS Help Advisors Drive Positive Client Experiences



## Acquisition

- Marketing
- Prospecting
- Proposals
- IPS



## Onboarding

- Document Management
- Asset Transfer
- Account Aggregation
- Asset Allocation



## Portfolio Management

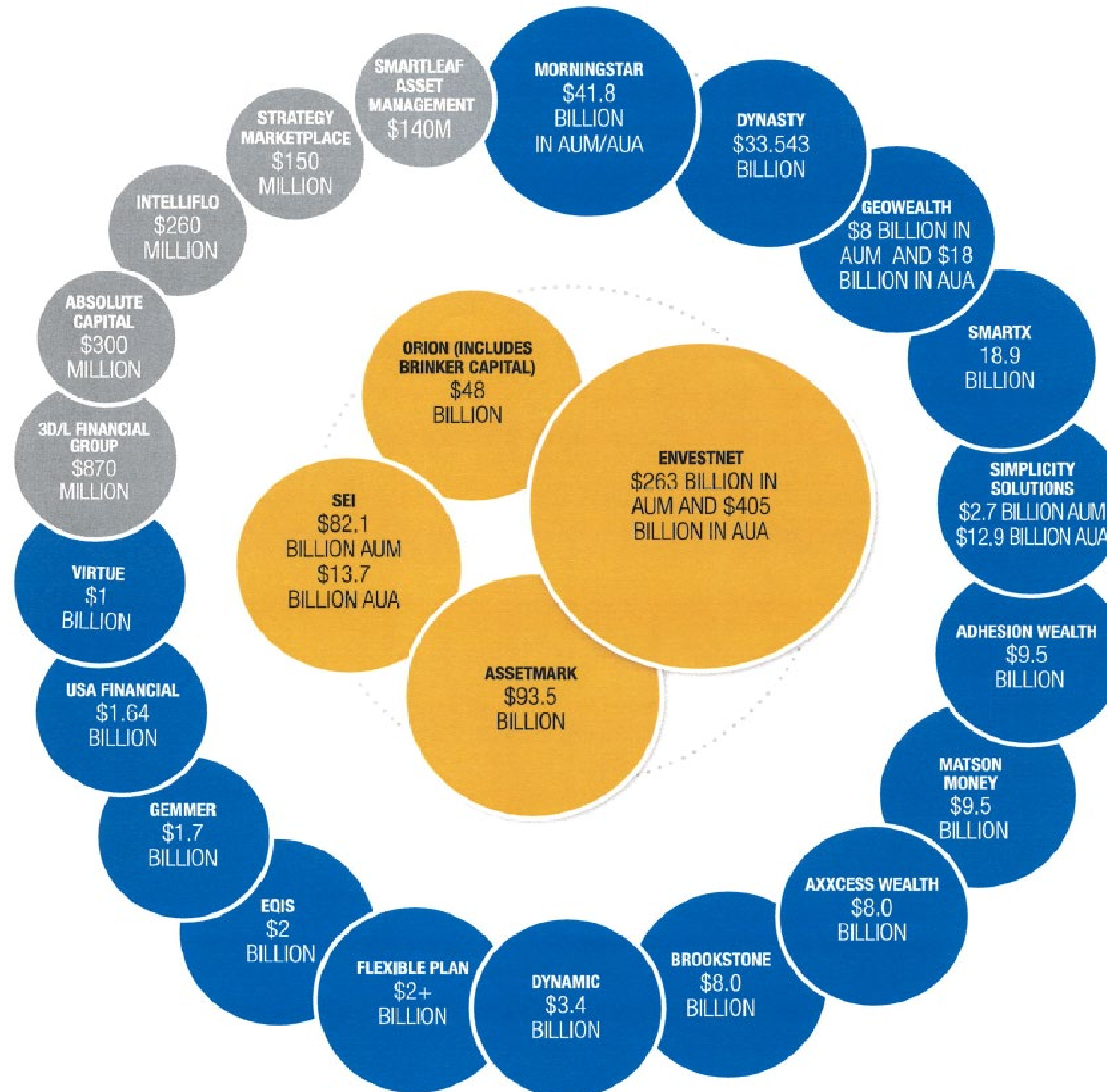
- Manager Selection
- Investment Selection
- Trading/Order Management
- Pre- & Post-Trade Compliance
- Custody Reconciliation
- Rebalancing
- Feeing
- Sleeve Management/Overlay



## Reporting & Transparency

- Advisor Dashboards
- Portfolio Analysis
- Reporting/attribution
- Statements
- Client Portal/Self-Service
- Manager Dashboards/  
Escalation

# The Wealth Advisor's 2022 America's Best TAMPs





# Model Marketplaces

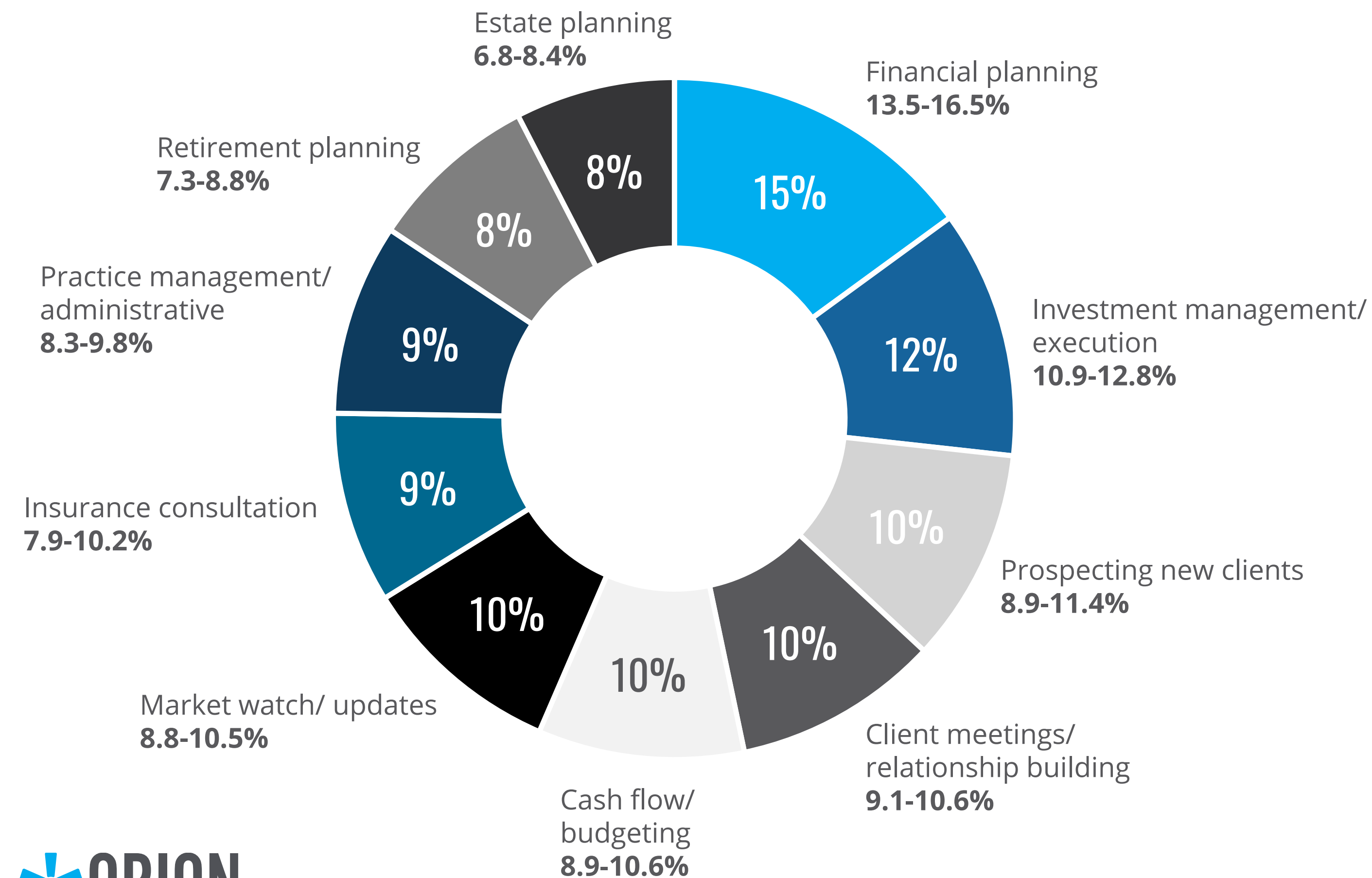


# Orion's proprietary research

# Advisors are Pulled in Many Directions with Only Small Allocations for Each Activity Area

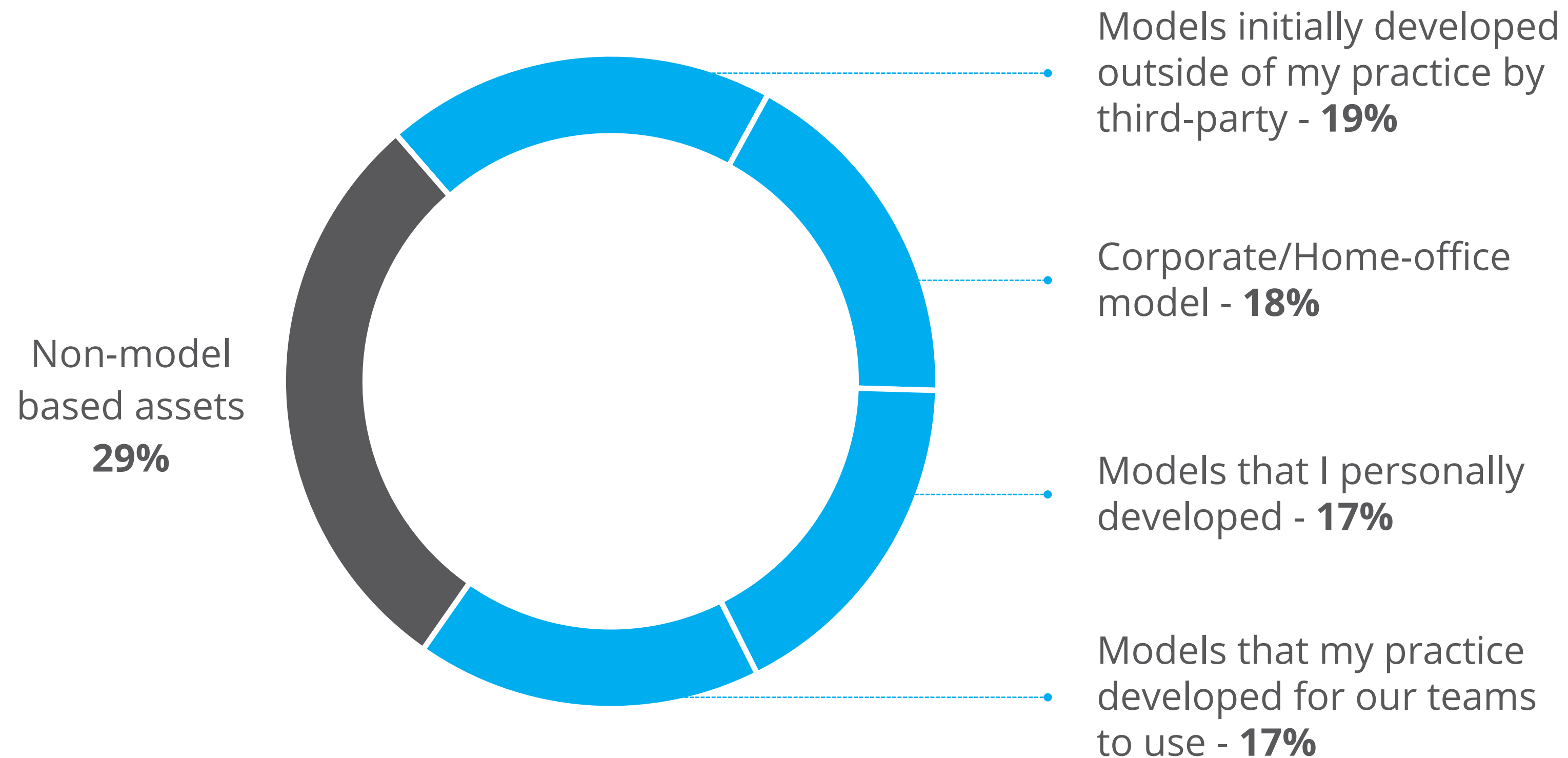


## Percent of Time Spent on Activities



**33 hours**  
Advisors optimal average work week

# Advisors Apply Models to a Majority of Their AUM

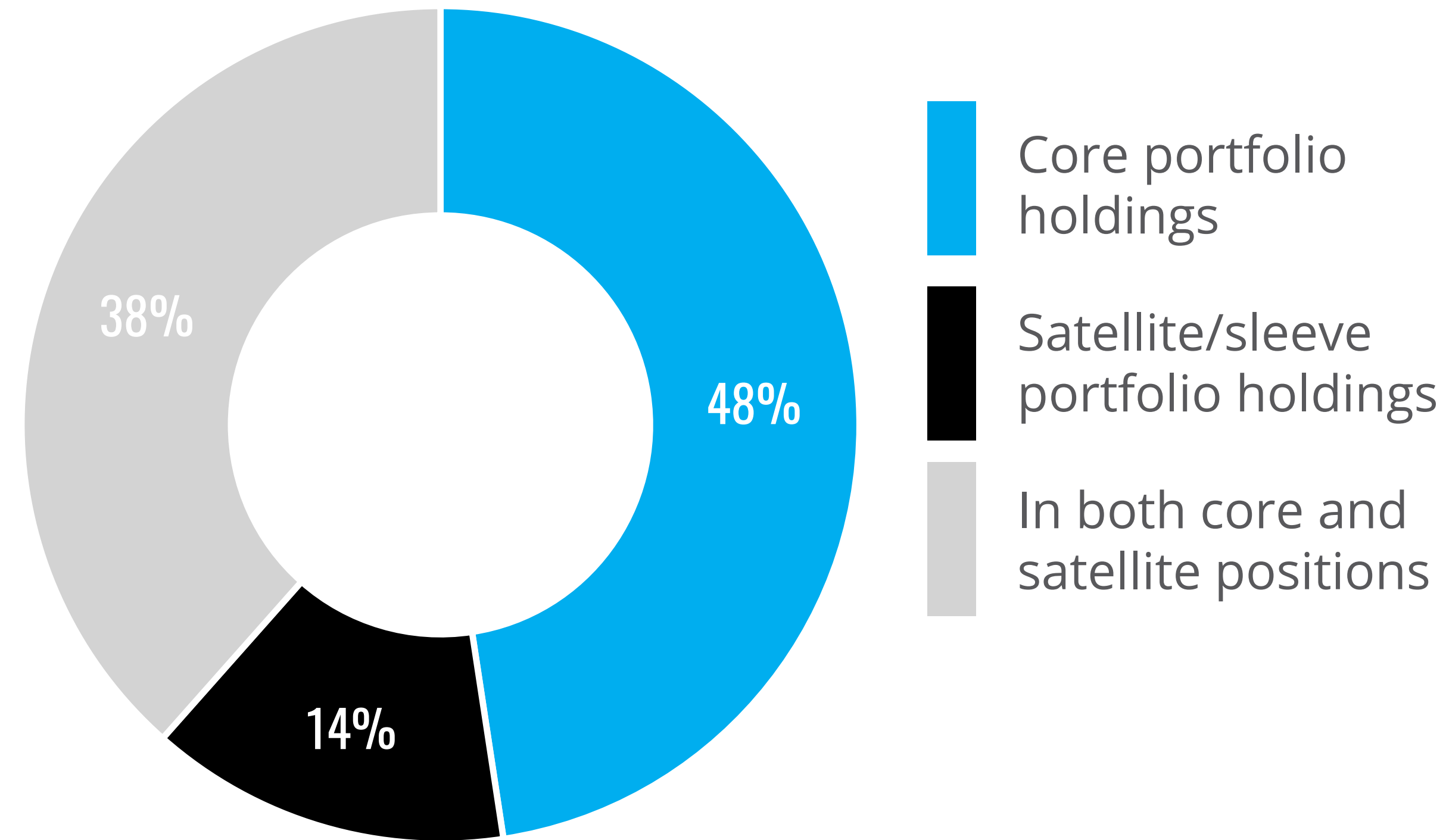


**71%**  
Allocated toward  
model-based assets

# And they use multiple model providers predominately in core and satellite portfolio positions but with modifications



## Typical Role of Models in Portfolios



**88%**

Of advisors are extremely/very likely to use multiple model providers within an overall client portfolio

**76%**


Of advisors customize models for client portfolios


# A Significant Portion of Advisors Use Manual Methods to Manage Models



## 46%

Of advisors report manual methods in dealing with models, presenting a substantial opportunity to move these Advisors to another approach.

 **SPREADSHEETS / PAPER**  
17% Spreadsheet  
6% Paper

 **EMAIL**  
23% Money manager designed model with email updates

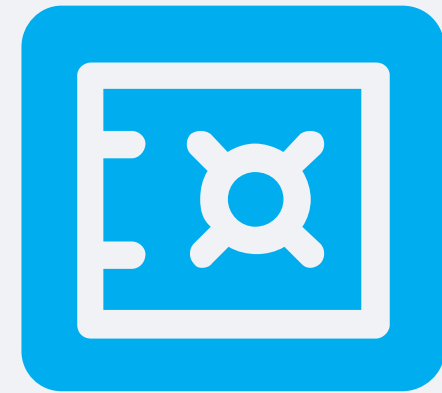
VS.

## 53%

**28%**  
Models integrated with my FinTech solution

**25%**  
Online model marketplace with online updates

# Models Provide Key Benefits to Advisors that Enable Efficiency and Practice Growth



86%

Of advisors agree that models makes it **easier** to make **changes** within a portfolios



86%

Of advisors agree that models improves the **efficiency** of their practice

87%

Helps me to easily scale my business

83%

Allows me to apply an institutional quality approach to my clients' portfolios

83%

Helps me create a consistent client experience

# When Ranked or Selected, Model Alignment with the Advisor's Strategy and Philosophy is the Key Selection Criteria



## Rank Order Model Choice Criteria

- 1** **Strategy** or market exposure of model
- 2** The level of partnership/**resources** the money manager brings to help my practice
- 3** Investment **philosophy** or style
- 4** **Past performance**
- 5** **Thematic** model approach
- 6** Strong wholesaler **relationship**
- 7** **Recognized** money manager
- 8** **Fee** for model use

## Multi-select Model Choice Criteria

**52%**

Strategy or market exposure of model

**52%**

Investment philosophy or style

**42%**

The level of partnership/resources the money manager brings to help my practice

# If a Model Marketplace Were Available on Set-up, More Advisors May Review Third-party Model Options



If your firm approved access and your FinTech provider included a model marketplace within your current base fee how likely would you be to review third-party model options that are available within the system?



**88%**

Extremely / Very Likely

Interest is high for accessing a model marketplace through their FinTech provider.



# Model Providers: Opportunity to Deliver Models by Channel, 2018 vs. 2020



Model providers have high hopes for fintech marketplaces, but Cerulli cautions that the opportunity is limited.

Analyst note: Respondents were asked, “Please select up to five of the following channels that you believe offer the greatest opportunity in terms of likely AUM in three years, for your firm to distribute asset allocation models.”

Channel	Example Firms	2018	2020
Managed account tech providers	Envestnet, AssetMark	90%	86%
Independent B/D	LPL, Commonwealth, Cetera	85%	80%
National/regional B/D	Ameriprise, Edward Jones, Raymond James, Stifel	55%	51%
Independent RIA	Suctody with Schwab, Fidelity, Pershing	55%	51%
Fintech provider marketplace	Oranj, Orion	30%	46%
Wirehouse	UBS, Merrill Lynch, Morgan Stanley, Wells Fargo	25%	46%
Insurance B/D	Northwestern Mutual, Lincoln, Allstate	25%	26%
RIA aggregator	Hightower, Dynasty	30%	20%
Retail bank B/D	Chase, Citi, PNC	10%	17%
Bank trust or private bank	J.P. Morgan, U.S. Trust, Bessemer Trust	25%	14%



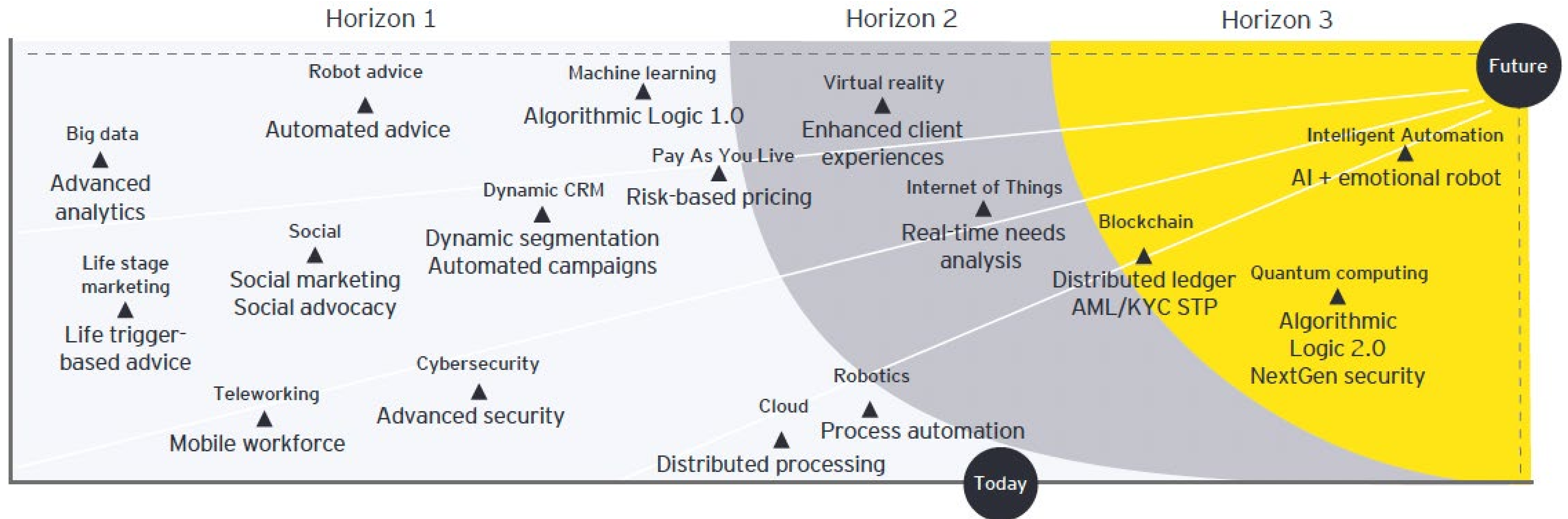
# The Future of the Marketplace

# Trends



- The continuous and hyper-personalization of the Advice Model
- The “face” of the advisor will fundamentally change with women, minorities and mid-career changers accounting for the majority of advisors
- Integrated banking-wealth management “ecosystems” will emerge and have a unique competitive advantage

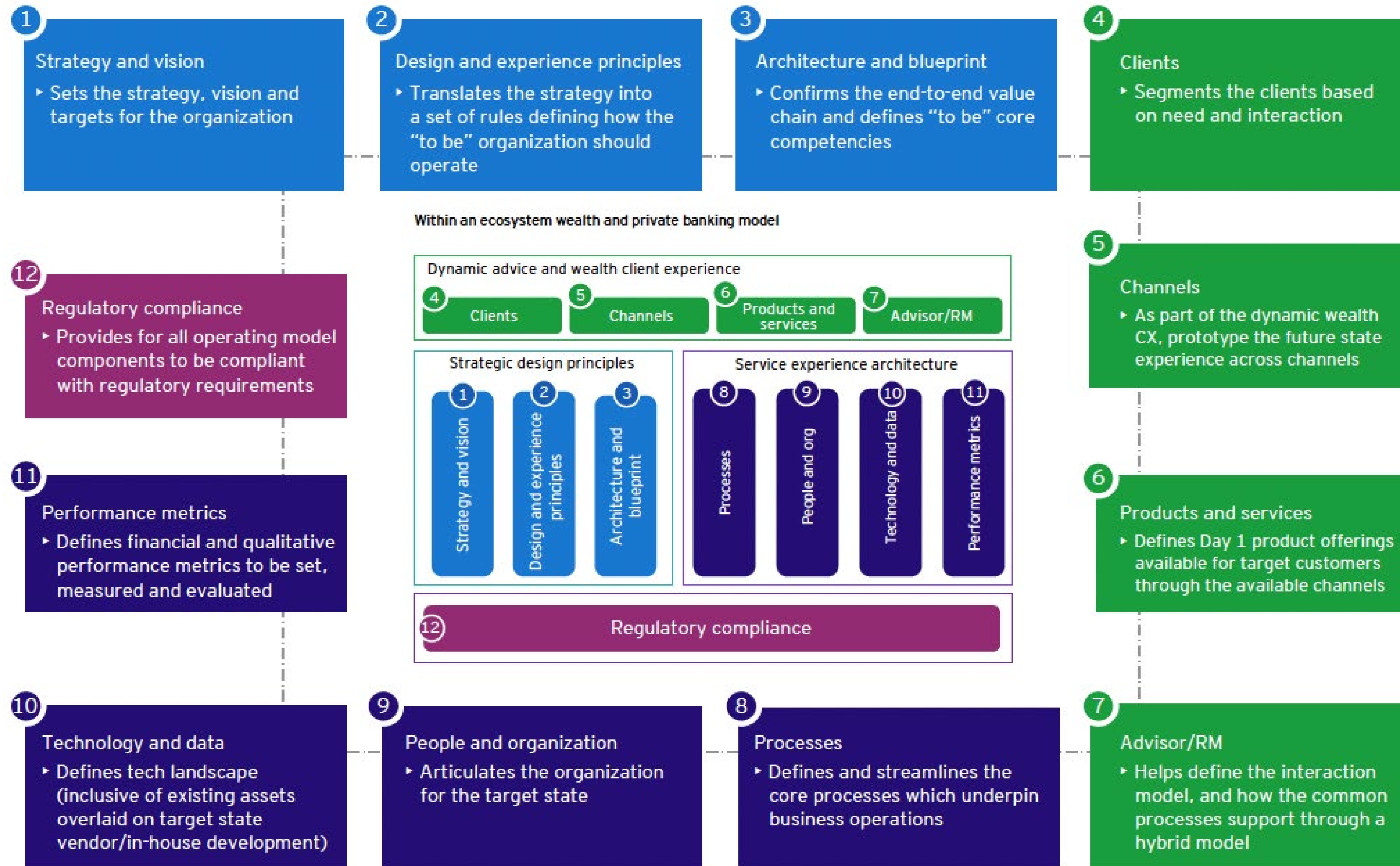
# Multiple Technologies Will Build Capabilities for Personalization of Advice



# The Changing Demographics



# The Ecosystem for the Wealth and Private Banking Model



# Enhance Digital Systems



**Consumer** at the center of everything

