



How an emerging practice planned for future growth with the right tech solution

What made the PortfolioCenter Cloud difference for Launch Financial Planning?

- **Knowledgeable and collaborative service team experts who are available to support us and quickly address our issues**
- **The strength of a trusted and innovative tech platform and a partner who shares our vision for future growth**
- **The same seamless, consistent experience we had come to expect as PortfolioCenter Desktop users but with the efficiency and flexibility of secure cloud-based technology**
- **An affordable solution that keeps our tech expenses under control, especially critical as an emerging practice technology**

Launch Financial Planning, based in Andover, MA, believes in the value of a fee-only approach to help clients with all their financial needs and goals. Led by founding partners, Brad Wright, CFP®, Chief Investment Officer and Director of Financial Planning, and Jasmine Gautam, Chief Operating Officer and Chief Compliance Officer, the Launch team collectively brings over 30 years of financial advisory experience to clients.

The Launch team serves the needs of a broad base of clients: early-stage investors, mid-career investors, retirees, and business owners, as well as medical, tech and entertainment professionals. Launch also advises on corporate retirement plans. With a primary focus on comprehensive financial planning and education, the team guides and empowers clients to live the lives they choose.

Venturing on a new path forward

In May 2020, Wright and Gautam took a bold step and launched a new advisory practice, Launch Financial Planning. After working together at New England Financial Planning Group for eight years, they saw an opportunity to provide financial education and aid people in their

community who found themselves sitting on the sidelines – and without a financial action plan.

“Especially amid the coronavirus pandemic, there’s more interest than ever in financial planning, said Gautam. “People have real concerns about their finances and their future, and we are here to help them solve

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these problems through long-term planning and financial guidance.”

When Wright and Gautam decided to go out on their own, they had their work cut out for them – and each task was more complicated because it was all happening during the pandemic. From setting up the structure of the practice to building a new base of clients, there was a lot to figure out, according to Gautam. And with the shift to work-from-home, the team needed a technology platform that could provide it with remote access from anywhere.

Getting to the right tech solution

When it came time to decide on a technology solution for the practice, Gautam conducted a thorough due diligence process. With an appreciation for Envestnet | Tamarac’s PortfolioCenter Desktop from her previous firm, she had found

it to be a strong tech platform to support portfolio accounting and reporting. Still, she reviewed three potential vendors to understand their capabilities and to learn how each could support the firm with greater efficiency, scale, and profitability.

“As we looked at other systems, we knew a cloud-based solution would be critical to our new virtual environment,” said Gautam. “When we compared all the options, Tamarac’s PortfolioCenter Cloud, with its robust system and top-notch service team, came out to be the winner for us.”

With PortfolioCenter Cloud, the Launch team identified a technology platform it was completely comfortable with and believed in. Looking back on the decision-making process, Gautam notes the strengths that made the difference, including automatic daily downloads, database



At A Glance: Launch Financial Planning

- **Founded:** May 2020
- **Location:** Andover, MA
- **Website:** www.launchfp.com
- **Services offered:** Investment Management, Financial Planning & Education, Risk Mitigation, and Corporate Retirement Plan Consulting
- **Clients:** Over 20 households
- **AUM:** Growing at \$5 million per quarter
- **Staff:** 2
- **Custodian:** TD Ameritrade Institutional



Co-Founders & Managing Partners: Brad Wright, CFP® and Jasmine Gautam

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maintenance, and software upgrades. Flexible client reports and billing options also help the Launch team demonstrate its value to clients.

“Knowing PortfolioCenter Cloud was reliable and could do everything we needed to support our clients made for an easy decision in the end,” said Gautam. “And with the confidence that we can access our client data at any time and from any place – this is especially critical in today’s ever-changing environment.”

[A quick and easy transition](#)

In concert with PortfolioCenter Cloud’s dedicated service team, Gautam led the transition process. “Once we got the business up and running, the tech transition was completed in less than one week. It was uncomplicated from the start, and I found that to be of great comfort given all the new business challenges that demanded our time,” said Gautam.

The ease of the integration process and the strength of the PortfolioCenter cloud partnership provided real value to the Launch team. “Working with a knowledgeable service team helped to make the transition a complete success. And whenever we need ongoing support, the team is there for us,” said Gautam.

After the smooth and efficient transition, the Launch team got to work setting up many of the same easy-to-run-client report packages and profiles that supported its business efficiency in the past. For example, “Smart Sets” help the team easily organize similar households or accounts into logical groups based on pre-defined rules. And “Profiles” allow the team to create pre-set reports that are available when needed to enrich its client reporting.

Through PortfolioCenter Cloud, the Launch team also takes advantage

of ByAllAccounts. This third-party aggregation service gives the team the ease and flexibility of adding additional accounts that are custodied outside its primary custodian. “The ability to have a complete view of client accounts and report on many types of investable assets has added significant value to our clients,” said Gautam.

[Looking to the future](#)

As Launch Financial Planning continues its rapid growth, the team is confident that its partnership with Tamarac will keep pace with its changing technology needs. Without tech worries or concerns, the team can focus on deepening client relationships through the delivery of comprehensive financial advice.



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Tamarac serves over 3,100 RIA firms, collectively managing more than \$1.2 trillion in assets. Investment advisors that use Tamarac's solution range in size from managing less than \$10 million in assets to over \$10 billion.

For more information on Tamarac's PortfolioCenter Cloud, please visit www.tamaracinc.com and follow @ENVTamarac.

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