

# Clarfled Financial Advisors, Inc.

**USING CLIENT DATA  
SYSTEM® TO BUILD  
STRONG CLIENT  
RELATIONSHIPS**

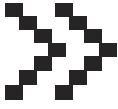
In 2004, Joy Soodik, Partner, COO & Chief Compliance Officer at Clarfeld Financial Advisors, knew her team needed the right technology to effectively launch and manage the cross-selling activity of offering life insurance solutions to their highly sophisticated and long-standing client base who have been utilizing their other wealth management services for over twenty years. Happily, when she asked her team to evaluate software solutions with built-in insurance functionality for tracking pending cases and commissions, they got more than they bargained for. "Once we took a close look at the benefits of CDS, it was clear we had the right relationship management tool for all our clients — not just those purchasing insurance. It has become our relationship management tool for cross-selling all services."

Due to the nature of Clarfeld's business, large teams typically serve each high net-worth client, with individuals managing everything from financial planning and estate planning to taxes to insurance to asset management. In this environment, CDS (Client Data System®) is used to effectively track the client relationship, including all specific activities, no matter which team member has serviced the client in a particular instance. "The ensemble can actually go in and look at individual records, as well as see the big picture," says Soodik. CDS gives every member of this diverse team visibility into the most pertinent, up-to-the-minute information in a sensible, clear format. Advisors can easily create data filters directly on their BlackBerrys, ensuring that they have the exact information they need each time they hit the road. And when one team member is on vacation, the rest of the group has the right information to effectively manage any client — even in their absence.

**"More than anything,  
Client Data System gives  
us the power to surface  
information to achieve  
truly collaborative  
relationship management."**

Joy Soodik,  
Partner, COO &  
Chief Compliance Officer  
Clarfled Financial Advisors, Inc.





"If a client calls with an issue when their relationship manager is out, any one of us can get the information we need — from notes on the last conversation to current account balances. Our client's have grown accustomed to our high touch involvement in their financial worlds, so they are greatly impressed by the continuity, and are left with the confidence that our team is on top of everything," says Soodik.

According to Victor Leung, Clarfeld's Head of Technology, there's no comparison between CDS and other systems of its kind. Using Clarfeld's old system, users could track journal entries, but not the author of each entry. And the journal size was limited. "We had no way to sort data, and we lacked reporting capabilities," says Leung. "Large mailings used to take us two to three weeks to complete. Now, with just a click of a button, they're done." CDS also allows screens to be customized for each user to streamline information to

meet their personal needs, and it addresses

Clarfeld's hefty reporting requirements.

"We love CDS!" says James Carrea, MIS

Assistant at Clarfeld. He notes, however, that the benefits they've seen to date are just the tip of the iceberg. "We've made huge improvements across the board since we implemented CDS, and we haven't even used the system to its full potential yet. Cross-selling and investment tracking are just two ways that we plan to better leverage CDS in the near future."

#### About Clarfeld Financial Advisors, Inc.

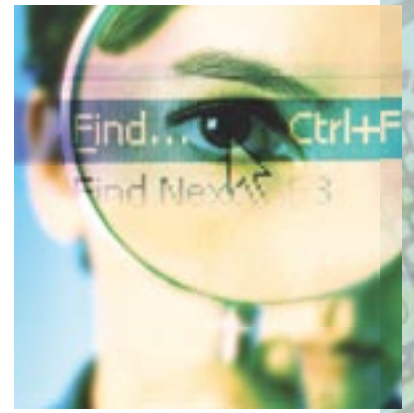
Clarfeld Financial Advisors, Inc. is a fee-based, full-service firm that specializes in personal financial planning, tax, investment advisory services and insurance. Headquartered in Tarrytown, NY with offices in New York City, they have been helping high net worth senior corporate executives, professionals, business owners, and other individuals worldwide achieve their financial goals for over twenty years. To learn more, go to [www.clarfeld.com](http://www.clarfeld.com).

#### About E-Z Data, Inc.

E-Z Data, Inc., established in 1986 is the leading provider of front-office systems for insurance companies, broker-dealers, banks, credit unions, general agents, agents and investment advisors. Its web-based SmartOffice® solutions and Windows®-based Client Data System® solution help synchronize the efforts of all the key players in sales, marketing, and customer service.

**For more information about E-Z Data's solutions, visit [www.smartofficeonline.com](http://www.smartofficeonline.com) or call 800-777-9188.**

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## FINANCIAL COMPUTER

Turning a valuable tool into an invaluable asset

*While CDS provides a complete industry solution right out of the box, some firms find that additional customizations can make it even more powerful for their unique business. For those organizations, Financial Computer provides an experienced team of consultants who are not only well versed in the needs of insurance and financial services professionals, but also in CDS itself.*

*Financial Computer worked closely with Clarfeld's MIS team to create custom filters that give each user visibility into pertinent client activity without having to sift through huge journal entries. They also added additional business intelligence to CDS by automatically emailing team members of critical client events entered into the system.*

*"Our wealth management team understands how to manage client relationships," says Soodik, "and Brian Edelman and his team at Financial Computer understand the industry and CDS technology as it relates to creating the system to manage those relationships. When you put those two together, it's a perfect match."*

*For more information on Financial Computer, visit [www.financialcomputer.com](http://www.financialcomputer.com).*