SS&C | Black Diamond WEALTH SOLUTIONS

CASE STUDY

# BlueStem Wealth Partners

## Transitioning to Independence with the Black Diamond Annuities & Insurance Marketplace

When BlueStem Wealth Partners decided to transition to a 100% fee-based model in early 2023, Managing Partner Scott Marquardt said it was not a decision he took lightly.

Marquardt was certain the move to "true independence" would allow his team to better serve clients, but he needed to figure out how to make it work financially for the firm. One sticking point was the firm's annuity book of business. While admittedly not a "super heavy annuity firm," he was doubtful they could bring much of their annuity book with them.

"A lot of our clients' annuities had living benefits, and we thought those would not be coming with us. As we started our move, we were writing those off," said Marquardt.

### Putting Together a Winning Team

Acknowledging "we didn't know what we didn't know," BlueStem did their homework to evaluate possible resources to help them navigate their transition and ensure their success as a fee-based RIA. One of their first decisions was to use SS&C Black Diamond® Wealth Solutions, where they were introduced to the Black Diamond Annuities & Insurance Marketplace and the Breakaway Accelerator Program.

"We did our due diligence, and we just kept coming back to Black Diamond Annuities & Insurance Marketplace because of the service, structure, and the technology," said Marquardt. With this functionality, BlueStem brought their annuity book under their fiduciary management and now offers fee-based annuity solutions to their clients as a true independent.

> **"We've transitioned $20M of annuity assets in five months; that's the maximum we thought we could transfer. With Black Diamond Annuities & Insurance Marketplace, I think we'll triple that."**
>
> – **Scott Marquardt**
> Managing Partner, CFP,
> BlueStem Wealth Partners

### Profile

**Client:** BlueStem Wealth Partners

**Location:** Minnetonka, MN

**Description:** BlueStem Wealth Partners is a financial advisory firm specializing in personalized wealth management and financial planning services

**AUM:** $700 million

**Implementation Year:** 2023

### Background

- Founded in 2022, BlueStem Wealth Partners has over 225 years of collective advisor experience
- Transferred to a 100% fee-based model in 2023 to better serve their clients
- Required a powerful technology solution to lighten the lift of the transition