

From Insurance-Centric to Investment-Led Growth

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How Strategic Delegation and Outsourcing Unlocked \$400+ Million in Advisory Assets

Despite many of his insurance clients being HNW, his advisory clients rarely exceeded \$500K.

The Challenge: A Successful Advisor, But Untapped Potential

When an RBC Rochdale Senior Investment Consultant first met this insurance-focused financial advisor in 2013, the advisor had already built a 15+-year career and a loyal client base. He had started his career in 1997 and for ten years exclusively focused on delivering insurance solutions until he was inspired by a colleague to pursue outsourced money management. Over the next decade, he diligently focused on this but had raised less than \$20MM in assets under management. Despite many of his insurance clients being high-net-worth individuals, his advisory clients rarely exceeded \$500K.

Why? A reluctance to introduce additional stakeholders. Trying to be all things to all people...

Why was this the case? Out of reluctance to introduce additional stakeholders in client relationships, he was trying to be all things to all people with a set of standard, model based solutions.

The Turning Point: Operating as a General Manager Rather than a Quarterback

Based on a colleague introduction, the advisor met with his local Senior Investment Consultant whose responsibilities include partnering with advisors to develop custom solutions for high-net-worth clients. Impressed with the consultative approach that keeps the advisor at the center, he decided to test the process with one client.

The meeting was a success. Leveraging Rochdale's proprietary Galaxy Proposal, the test client was so impressed that he agreed to hire the advisor and RBC Rochdale during that first meeting. What came next further cemented the advisor's trust in Rochdale's method. Namely, the seamless hand-off and subsequent collaboration between the Advisor, Sr. Investment Consultant, and dedicated Portfolio Manager who would implement and manage the client's portfolio moving forward.

Over time, the advisor realized that seamless collaboration eliminated his need to spend time on managing intricacies of client portfolios allowing him to shift his focus to client acquisition.

Fast forward and today, just 12 years later, and the advisor has \$500MM in advisory business. He sees himself not as the quarterback responsible for making every play, but rather as the general manager responsible for securing the right players to deliver for his clients. Working with subject matter experts such as CFA Charter holders, Investment Specialists, CPAs, Attorneys, and RBC Rochdale, he orchestrates and delivers holistic solutions for his clients.

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The Takeaway: Growth Through Strategic Partnership

This case demonstrates a simple but powerful truth:

The most successful advisors aren't those who do everything themselves—they're the ones who know when to delegate, while staying firmly in control of the client relationship.

For insurance-focused advisors there is likely untapped advisory potential already in your existing book. RBC Rochdale would welcome the opportunity to help you unlock it—one client, one proposal, one success at a time.

To learn more, contact your Senior Investment Consultant or Portfolio Manager. You can also visit us at www.cnr.com, or email us at citynationalrochdale@cnr.com

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CAS00014010-03/2026



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