springreef
advisor evaluation | search | insight

Services for Entrepreneurs

Financial Advisor Evaluation | Search | Insight

The Challenges of a Liquidity Event

A liquidity event can be the ultimate reward for an entrepreneur, a validation of the significant time, energy, and capital they have invested in their business, and the considerable personal and financial risk they have taken on in the process.

A sudden increase in wealth can also introduce a host of new challenges, a primary one being wealth management. A significant liquidity event often calls for a substantial reassessment of financial needs, goals, and strategies, and without experienced guidance on these issues, many entrepreneurs risk making costly and often irreparable mistakes.

Finding the right wealth management provider – particularly one who can expertly guide an entrepreneur through the opportunities and challenges presented by a liquidity event – can be overwhelming. Among the thousands of financial advisors and wealth management firms in the United States, only a small percentage have the experience, knowledge, and capabilities required to meet the complex needs of high net worth entrepreneurs. And given the sales-centered nature of the industry, separating these exceptional professionals from their less capable counterparts becomes even more difficult, particularly for the untrained eye.

How SpringReef Can Help

SpringReef LLC is an investor advocate, providing independent, unbiased guidance to high net worth families and nonprofit organizations on essential aspects of wealth management. We offer:

- Searches for best-in-class financial advisors and wealth management firms to match specific client needs
- Comprehensive financial advisor evaluations, including assessments of investment performance and fees
- Ongoing monitoring and coordination of financial advisor relationships
- Client-specific, project-based wealth management consulting

To date, we have helped over 190 high net worth families and nonprofit organizations, representing over $15 billion in investable assets, with advisor evaluations, advisor searches, and general investment advisory consulting.

What Makes Us Unique

As an independent partner, a trusted advisor, and a fiduciary, we are committed to serving the best interests of our clients. Accordingly, we are not affiliated with any financial advisors or wealth management firms, we do not manage any assets or investment portfolios, and we receive no compensation from the financial advisors or firms we evaluate or recommend. Our sole objective is to help our clients navigate the complex landscape of wealth management and to guide them towards the best solutions for their needs and goals.

Our Services

Searches for Best-in-Class Financial Advisors

SpringReef has extensive experience in helping entrepreneurs – particularly those who are anticipating or have experienced a significant liquidity event – identify exceptional financial advisors and wealth management firms best suited to their unique needs. Using our comprehensive due diligence process, we conduct evaluations on advisors from broker-dealers, registered investment advisers (RIAs), private banks, and trust companies, and recommend professionals who not only have outstanding investment experience, knowledge, and capabilities, but who are also well-matched with our clients' needs, goals, and values.

springreef
advisor evaluation | search | insight

Services for Entrepreneurs

Financial Advisor Evaluation | Search | Insight

Comprehensive Financial Advisor Evaluations

Obtaining an independent, unbiased assessment of one's current financial advisor is important given the complex and opaque nature of the wealth management industry. With extensive industry insight and expertise in the evaluation of financial advisors and wealth management firms, SpringReef conducts detailed reviews of clients' existing advisors, assessing them across six critical dimensions, including both qualitative and quantitative measures, and based on a 50-point rating system. Our assessment examines a provider's regulatory history, industry experience, client focus, quality of investment process, breadth and depth of investment solutions, strength of performance, and fairness of fees, among other factors.

Ongoing Monitoring and Coordination of Financial Advisor Relationships

SpringReef also provides clients with continued monitoring and coordination of advisor relationships to ensure advice, performance, and service remain aligned with their needs, goals, and expectations. As part of this offering, we participate in periodic investment performance reviews with financial advisors, acting as an independent partner and advocate for our clients.

Client-Specific, Project-Based Wealth Management Consulting

For clients who seek wealth management guidance that falls outside of our traditional offerings, SpringReef provides customized consulting services to meet their specific needs. Our unique insight into the industry allows us to provide an objective and unbiased perspective on a wide array of important wealth management matters, including but not limited to overall investment management strategy and vehicles, asset allocation, risk, and passive versus active investing.

Our Leadership

With over 40 years of financial services experience, including a succession of senior executive roles at a prominent investment management firm, Doug Black, founder of SpringReef, possesses the background and expertise critical to helping clients with their most important wealth management concerns. As an industry expert, Mr. Black has been featured in publications such as *The Wall Street Journal*, *The New York Times*, *Barron's*, *Family Wealth Report*, and *Private Asset Management*.

To learn more about SpringReef LLC, please contact us at (973) 577-3184 or info@springreef.com, or visit us online at www.springreef.com.