

FOUNDED IN
2005

by Jay Gangnes

FOR ENTREPRENEURS,
by entrepreneurs

JR Financial's
COMMITMENT
to fresh technology
ALLOWS THE FIRM'S
value-add
to speak for itself

STAYING ON THE EDGE
of financial strategy

CASE STUDY: JR FINANCIAL

Enhancing Value for Clients with Voyant

WHO

JR Financial is an independent financial firm located in Vancouver, Canada. Founded by Jay Gangnes in 2005, the firm runs on a unique premise: for entrepreneurs, by entrepreneurs. JR places an emphasis on maximizing tax efficiency and creative strategies as opposed to marginally higher investment returns. The firm helps those with growing business limit their tax liability through a deep understanding of corporations. Outside of work, Gangnes enjoys travel, hitting the gym, and fawning over his nine-month old son.

WHAT

A former advisor at Sun Life Financial, Gangnes knows how to properly employ the right dose of risk for considerate financial planning, and he wants clients who are willing to do the same. The firm forgoes a minimum AUM for a "mindset scorecard," seeking out those with an entrepreneurial mindset as opposed to one of scarcity.

WHY

Gangnes has seen the wave of priorities shift significantly within the last few years. The industry has been focused on higher investment returns and cheaper prices. But technology is becoming ubiquitous in the industry, fees are becoming ever-more transparent, and clients have myriad options of financial advisors to choose from. Therefore, he wanted to establish JR Financial as a firm that goes above and beyond to provide significant value to their clients. Moreover, JR is moving to hone in on technology and staying on the edge of financial strategy. JR Financial develops innovative, high level strategies far more sophisticated than "6% return over 7% return." The firm's specialty is utilizing corporate structures to maximize tax efficiency. JR Financial recognizes that to pull ahead of the pack, they need holistic, artful planning as their biggest value add, which is where Voyant's technology becomes a key tool.

BEFORE & AFTER VOYANT

Gangnes noted some of the challenges financial firms face in today's financial services market:



Firms present reports as multiple separate collections of spreadsheets and illustrations, but don't present them together in any digestible way that is meaningful for the client.



Clients appear in person at a firm's offices for multi-hour meetings to present information that may already be dated by the time the meeting occurs.



Clients carry home thick binders of reports they cannot interact with.



Existing planning solution technology is cumbersome, static, and often doesn't run online.

By using Voyant, JR Financial was able level up and surpass these challenges with bright solutions:



Voyant allows JR Financial to present clients' information as informative visuals, and they can see their clients enjoy the simplicity these images provide.



Clients have the option to meet with JR Financial in person, but are able to access their plans from their own devices (and can view/alter copies of these plans).



Because Voyant's visuals are dynamic and responsive, client meetings have gone from multi-hour-long ordeals to succinct discussions, which can range from just under an hour to as little as twenty minutes.



Voyant's technology doesn't require excessive downloads, can be brought up easily on any device, and signed into from the web.

In Gangnes's words, Voyant allows the firm to simplify their value-add effectively without having to do it by hand. JR Financial positions itself as an innovative, technologically advanced firm with high-level methodology, and Voyant helps this proposition become a reality.

AFTERMATH

JR Financial's commitment to fresh technology allows the firm's value-add to speak for itself. As Gangnes explains, the dynamic is no longer focused on proving to the client what JR Financial can do for them: the client can literally see the impact for themselves in their plan.

The result is a streamlined onboarding process that requires less time for selling and allows more time to focus on giving the client what they need. Once JR Financial shows a plan to a client, they are eager for implementation. JR Financial is not just a young firm, but a firm comprised of young people who enjoy perks like a healthily stocked kitchen and a firm with a unique business premise. JR's enthusiasm, camaraderie, and intense commitment to doing the best job possible for their clients has made their partnership with Voyant a fruitful one. They are excited to continue forging ahead with Voyant and actualizing their clients' dreams.