

CASE STUDY

# How outsourcing led to a 30% boost in growth for a financial services provider



Located in NSW, this financial services provider has been helping its clients achieve their financial goals for over a decade.

The firm is continuing to grow - both organically and through acquisition - and establish itself as a leading financial planning firm with an enhanced service line that engages a wider client base. A goal that can't be accomplished without expanding its team whilst maintaining strong customer relationships and a high level of service.

## High costs hamper growth goals

Unfortunately, the provider found that its growth was impeded due to skills shortages and escalating costs. The firm found that hiring a number of skilled paraplanners, a compliance manager, and planner associate would come at a significant cost to the business.



A skills shortage has led to firms paying more for talent in order to compete



Escalating costs mean that growth is more expensive than ever before



Finding the right-fit talent to ensure client success is a challenging and long process

# Finding an outsourcing provider that can deliver

The financial services provider initially turned to SuperRecords in 2020 for assistance with its paraplanning services. Well-known as an outsourcing firm that delivers elevated service quality at a reduced cost, SuperRecords was the perfect partner to bring on board to tackle cost challenges.

SuperRecords embarked on a collaborative journey with the client's in-house paraplanners, progressively comprehending their needs, trajectories, and goals. We formulated several financial planning strategies and helped the client identify several critical focal points in the business that needed attention:

- ✔ Advice Documentation
- ✔ Implementation of Recommended Strategies
- ✔ Meeting Compliance Requirements

## Outsourced services exceed client expectations

In the initial stages, SuperRecords functioned as a paraplanning service provider and directed its efforts toward the first focal point of enhancing the domain of advice documentation. Thanks to SuperRecords' quality assurance, the positive results were clear and the client's trust within us grew.

The client soon extended an invitation to collaborate on overseeing the compliance department. Recognising the paramount significance of compliance to the regulatory framework, SuperRecords tasked a team of experienced professionals to manage it - all without the need for the client to take on any of the hiring and recruiting.

SuperRecords also took the proactive step of training its workforce to efficiently manage administrative tasks within financial planning, which allowed us to successfully approach the client with an extended service offer that encompassed the realm of administration.

# 30% growth achieved with minimal cost

Today, the client has outsourced all three major areas that SuperRecords highlighted above, and what started as engaging one full-time resource has now grown to five full-time resources. SuperRecords has also been tasked with managing the paraplanning department.

Our results speak for themselves: the client's business has grown by nearly 30%, its capacity has significantly increased, and it has turned its focus on executing more acquisitions before the year's end. These acquisitions project a further growth of 20%-30%.



30% ↑

A 30% boost in company growth



Reduced costs for sourcing talent



Ongoing training of talent comes at no cost to the client



The ability to increase capacity quickly and when needed



Quality of work assured with internal checks and continuous training

Engaging with **SuperRecords** has created a long-term partnership based on trust and excellent results, and we look forward to helping this client achieve even more growth and success.

[BOOK A DEMO](#)

[🌐 befreeltd.com/usa/](https://www.befreeltd.com/usa/)

[✉ info@befreeltd.com](mailto:info@befreeltd.com)

📍 136 Madison Avenue, 5th & 6th Floors, New York, New York 10016