

# How to level up your technology in 3 steps

Financial technology is one of the most important tools in your business. Having the right components in place can streamline client management, add speed and efficiency to your processes, and help take your practice to the next level.

Not sure where to start with your technology? We have you covered. Here are three steps to help you identify potential technology gaps in your practice, find solutions that make sense for your business, and some ideas for how to implement them.

#### **Step 1: Identify your technology gaps**

Knowing what your business needs is key to growing — and identifying the gaps that can be filled with a technology solution is the first step.

We have developed a resource for download to help you get started. With it, you can indicate within the check box whether each key technology tool is something you have or use, meets your current needs, supports your goals, or if it is a "gap."

#### Download technology gap resource.

#### **Step 2: Get to know the technology essentials**

Now that you've spotted the potential gaps in your current technology, it's time to level up your knowledge about the options you have.

Let's explore some tools in the market and see how they could benefit your practice.

### - Accounting software

Newer and robust accounting software packages can bring automation to your financial functions and transactions with modules including payables and receivables, payroll, billing and more.

#### A Customer Relationship Management (CRM) platform combines all your customer and prospect data

- CRM platform

and interactions into one central location or database.

## We all know it's important to protect sensitive data. Outsourcing your storage of documents and data

Data storage solution

to a cloud provider is an easy way to assure clients their personal information is safe. - Digital document management system

Digital document management systems can help you organize your digital documents and digitize existing paper records.

#### - Financial planning software Financial planning software can help manage your clients' money, providing a platform and tools for

tracking investments, analyzing spending habits and income, forecasting future needs, and helping set future goals.

#### Portfolio management software allows you to build, track, and manage your clients' portfolios. This

- Portfolio performance reporting software

- Portfolio management software

software can also provide a secure, self-service portal for your clients where they can engage with their general account information or contact you with questions.

## Portfolio performance reporting software can help evaluate a client's investment portfolio. It allows you

to review asset allocation, market value growth, and check progress towards goals.

#### Social media tools Social media can be a great marketing tool, but it's time consuming. Maximize your reach with the right

approach. Check out our helpful social media guide to learn more! - Website design and support

There are a lot of options for website development available. From DIY platforms to web development

#### consultancies, the key is to find a solution that will integrate with other important tools in your stack like email marketing, lead generation, and CRM.

start putting some to work for your practice.

**Step 3: Take the next step and implement solutions and support** 

After identifying your technology gaps and learning about what different tools can offer, you're ready to

## **How Concourse can help**

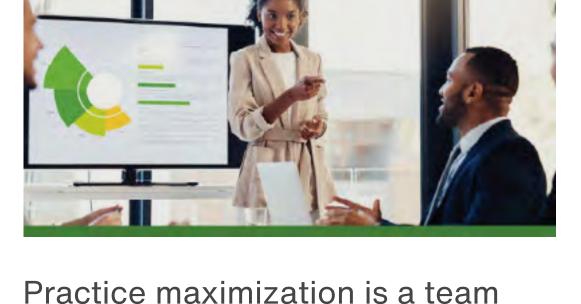
We provide Technology Consulting services to help you figure out your best path forward.

Whether it's leveling up your technology or other ways we can help grow your business, we're here to help. Contact Concourse Financial Group today.

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## Resource Hub

We've gathered helpful information and learning resources to keep you current on what's happening at Concourse and in the wider financial services industry.

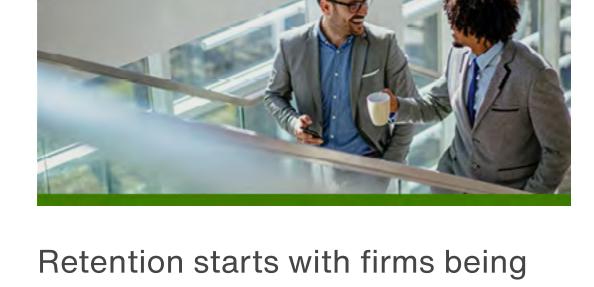


## effort

on these key potential growth areas.

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Running your business with the right financial technology can help take you to the next level. Identifying your needs is the first step.

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