SEVEN QUESTIONS EVERY CREDIT UNION SHOULD ASK THEIR BROKER-DEALER

Selecting a broker-dealer to support your investment program is one of the most important strategic decisions your leadership team will make. Ask yourself these fundamental questions about your current platform. If you can't answer them confidently, then it's time for a structured review.

1. Does our broker-dealer provide technology that allows advisors to operate efficiently and scale their practices?

If your advisors are drowning in manual tasks instead of advising members, then you're losing revenue every day.

2. Do credit union executives have visibility into program performance metrics, such as number of clients, assets under management, recurring revenue, etc.?

Leadership cannot effectively manage or grow a wealth program without real-time, independent access to the data that defines its success.

3. Does the broker-dealer platform support modern data integration including API connectivity with credit union systems?

When investment data can't flow seamlessly to your core systems, you create data silos that frustrate members and limit strategic insights.

4. Can members access their investment accounts through secure single sign-on (SSO) within online and mobile banking?

Separate login credentials for investment accounts create friction that drives members to competitors offering seamless digital experiences.

5. Does the broker-dealer actively support advisor recruiting and transition assistance?

Without comprehensive recruiting support from your broker-dealer, growing your advisor team, and your program, becomes nearly impossible.

6. Are the economics of the program competitive compared with other institutional broker-dealer platforms?

Hidden platform fees and unfavorable revenue-sharing structures can quietly drain thousands of dollars in potential net income from your credit union every year.

7. Does the broker-dealer provide the operational infrastructure necessary to support long-term growth of the investment program?

Your partner's operational capacity must match your institution's ambition. Otherwise, their back-office limitations will eventually cap your program's growth.

Get the Full Strategic Framework

Download our free, exclusive white paper, ***Patching the Hidden Revenue Leak in Your Wealth Management Program***, to get the full strategic framework for evaluating your broker-dealer relationship.

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