ASSOCIATE POSITION

INTRODUCTION

PFI Advisors is a leading consulting firm in the RIA (Registered Investment Advisor) industry helping financial advisors build and operate more impactful and profitable enterprises.

Our mission is to:

Further evolve the industry from a collection of practices to businesses, and to be a continued voice in validating the industry as a legitimate landing spot for billion-dollar teams and their clients.

We founded the firm on the belief that RIA owners are fantastic financial advisors but often struggle with the nuances of being business owners. RIAs turn to us for guidance with their current operations and technology needs, as well as pre- and post-Mergers & Acquisitions integration support. On a retainer basis, we also advise the Chief Operating Officers at many leading RIAs across the country. In July 2021, we launched a subscription-based digital consulting platform, The COO Society.

We are also hired by wirehouse advisors (Merrill Lynch, Morgan Stanley, UBS, Wells Fargo, etc.) and affiliated advisors (LPL, Raymond James, Ameriprise, Cetera, etc.) to guide them through the setup of their new business – from office space buildout and implementation of their technology infrastructure/workflow processes, to the transition of their client assets and creation of their billing processes.

ABOUT THIS OPPORTUNITY

We collaborate closely in each segment of our business and are looking for an additional team member who can think outside the box to help us serve our ever-expanding client base.

We are looking for a motivated individual to work closely with the entire team, and report directly to the CEO. Responsibilities will include, but are not limited to:

ABOUT THIS OPPORTUNITY (Cont'd…)

- Support all client-related projects
- Manage internal project management/task management
- Maintain internal Salesforce database
- Communicate directly with Centers of Influence, prospects, and clients
- Write and publish industry articles/blog posts
- Track industry news and trends to actively seek better solutions for our clients
- Refine presentation materials to better connect with/convert prospects into clients
- Track and maintain PR goals and sales pipeline
- Document all Associate-related processes and workflows for repeatable tasks to ensure an efficient and consistent client experience
- "Multiply" the CEO to allow him to be in multiple places at once

PFI Advisors does not maintain a physical office. Candidate must be comfortable working remotely and possess the ability to stay motivated and productive in a remote environment.

QUALIFICATIONS

The ideal candidate for this entry-level position must have a positive attitude, be detail-oriented, and be eager to learn. Bachelor's degree required. Degrees in Finance, Business Management/Administration, and/or Data Management are preferred but not required. You should be able to think critically, anticipate issues, be flexible and able to refocus quickly, and be able to work in an unstructured environment. We look for values, abilities, and skills; in that order.

CAREER PATH

You should expect to hold the Associate position for 24-36 months, during which time you will be evaluated on the impact of your contributions to the firm, taking on more responsibilities as you acquire the necessary skills to eventually advance to a more senior role. Alternatively, in that same amount of time, you will have the necessary knowledge and skillset to thrive in the greater wealth management space, having earned access to key centers of influence throughout the RIA industry.

TO APPLY

Please submit your cover letter and resume to info@pfiadvisors.com. (No phone calls, please.) In your required cover letter, please explain why you are attracted to the wealth management industry, and why PFI Advisors interests you. To learn more about PFI Advisors and the type of work you'll be involved in, check out some of our content at www.pfiadvisors.com – we hope you find it interesting!

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ABOUT PFI ADVISORS

Since our inception, we have consulted breakaway and RIA firms managing over $230 billion of client assets over the past six years.

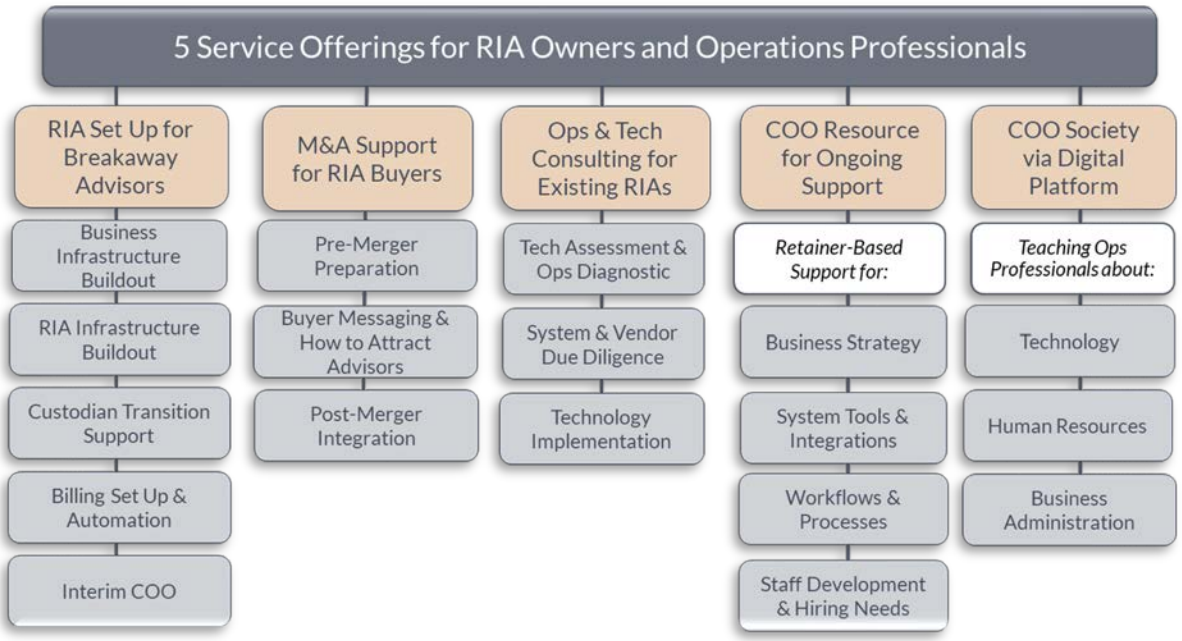
While financial advisors are great at serving their clients and managing investments, they often struggle with running their own businesses. PFI Advisors offers expertise in achieving scalability, streamlining processes, and taking advantage of technical efficiencies available to them given their systems; all with the goal of improving profit margins and firm valuation.

PFI Advisors was founded in late 2015 by Matt and Larissa (Reese) Sonnen. Matt is the former Chief Operating Officer and Chief Compliance Officer of Luminous Capital, one of the industry's greatest breakaway success stories. After Luminous Capital sold to First Republic Bank for more than $100 million in 2012, Matt joined Focus Financial Partners, a leading New York-based private equity firm specializing in the RIA industry, where he helped breakaway teams and recently-formed RIAs develop strategic initiatives to benefit from best practices, streamline operations, and improve efficiencies.

Reese is a former AXA Financial Advisor, Operations professional, and Entrepreneur, and as COO of PFI Advisors, manages the day-to-day operations of the firm.

Jay Veale is an Associate that joined PFI in 2019, after graduating from the University of California, Berkeley with degrees in Political Economy and Film Studies. He recently completed his Master's in Business Analytics.

Sandra Saldana has a strong focus on the marketing and branding efforts of the firm, as well as offers key support to the team with internal administration and operations projects.



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