

STREAMLINING INVESTOR REPORTING WITH SATUITCRA™

Heritage INVESTORS MANAGEMENT CORPORATION

Heritage Investors Management Corporation is a wealth management firm based in Bethesda, Maryland. They have been providing professional, personalized investment management to meet individual portfolio objectives using investment advice and management for high net worth clients since 1974. They manage portfolios consisting of stocks, bonds and money market instruments for individuals, IRAs, pension and profit sharing plans, trusts, estates, charitable organizations, corporations, partnerships, endowment funds, conservatorships, associations, foundations, and guardianships. Each portfolio is tailored to the needs of each specific client.

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Heritage is a growing firm with over 1100 clients and \$1.9 billion in assets under management currently. The firm first turned to SatuitCRM® to help their advisors manage the complex relationships associated with each client portfolio and to track the various 3rd parties involved. After working with the CRM software for over a year, they became interested in using Satuit’s reporting software to automate their client reporting process, including packaging and distribution.

Each quarter, Heritage produces over 1300 portfolio reports for clients, their accountants, and the other interested 3rd parties involved. At year end, the number of reports has often grown to over

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1500. In addition, Heritage produces monthly transaction reports for all clients as well as over 150 specialized reports for certain client portfolios. Producing these reports manually required splitting a large PDF into individual accounts, producing a cover letter and an envelope for each and then matching them all together. “Eliminating the manual collation of report printouts, cover letters and envelopes improves both accuracy and timeliness,” commented Vice President of Administration, Gayl Tjornehoj.

The Satuit product they chose, SatuitCRA™, is a comprehensive Client Report Automation solution for creating personalized reporting packages for clients and their advisors. It integrates fully with SatuitCRM to capture information about addresses and contacts for each portfolio. SatuitCRA technology allows the input of electronic files produced by the firm’s back office systems. These are then split into separate report packages using a universal indicator/account number to create separate, personalized reports for each client. In addition, SatuitCRA can create both a table of contents and cover letter for each package to cut preparation time substantially.

Heritage was attracted by the opportunity to improve the quality and consistency of the reports they produce each quarter, as well as eliminating the manual labor involved in the physical collation of printed sheets, cover letters and envelopes. Still another benefit was the reduction of time spent running reports on third party systems and the shift to processing reports on their own system. For their first quarterly run, Heritage used SatuitCRA to produce 1350 reports for 1100 portfolios and completed the processing in less time than before with substantially less manual labor.

While the reports continued to be printed and mailed as before, the creation of an electronic version of each report meant that not only could they be produced faster than before, but the firm's advisors now had access to an electronic copy of the exact report that any client received. In the past, when questions arose about a portfolio report, it would have required going into a massive PDF document containing all the firm's clients' information and searching for the specific client's information. Now the advisors can much more quickly answer questions about any client's portfolio report.

ABOUT

SATUIT TECHNOLOGIES, INC. 

Satuit Technologies, Inc. is the premier provider of cloud-based and On-Premise CRM software solutions for the Institutional, wealth management, private equity, hedge fund, real estate and property markets. Satuit has offices in the United States and the United Kingdom, and serves clients in more than thirty-five countries.

For additional information, visit www.satuit.com.

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