



## CASE STUDY

# Unlocking new levels of growth



## The challenge

Facet saw the advisory industry as ripe for disruption. Their vision? Democratize financial planning and make it more accessible to more Americans. But they were up against some tough challenges.

### Old-school processes

Traditional methods with legacy custodians were too slow and cumbersome, which clashed with Facet's need for agility and speed.

### Disconnected experiences

Members had to shuffle between different platforms to get a complete financial picture — far from the seamless experience Facet aimed to provide.

### Growing pains

As Facet's membership expanded, the old systems struggled to keep up without significant resource increases. Scaling the business profitably seemed out of reach.

## How Apex helped

Recognizing the need for a more flexible, automated solution, Facet began working with us in 2020. We stepped in as both a service provider and a strategic ally.

### Faster account openings

Our modern and open advisory platform cut down the time to onboard new members from weeks to just minutes. This dramatic improvement is helping Facet serve more members faster, with fewer resources.

### Integrated customer experience

Our single platform integrated all aspects of financial management into a straightforward and user-friendly experience. The days of Facet members having to hop between multiple websites are over.

### Unlocked efficiency

Our automated solutions removed tedious manual work, helping Facet's planners focus their expertise on delivering personalized guidance. This reinforces Facet's belief that planning should be more than advice, it should be about action.



Apex has afforded us  
an immense amount of efficiency gains,

not just in how quickly we get  
members invested into the market,

but also in how little cost it takes  
for Facet to service these members.

**Tim Herrmann**

Senior Director of Trading & Investment Operations, Facet

# Results that helped redefine the business model

Our collaboration with Facet has done more than improve operations. It's helped them redefine what's possible in financial planning.

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**Scalability beyond outdated limits:** With streamlined processes, Facet has unlocked the ability to scale rapidly, without additional staff. By breaking the traditional link between member growth and workforce expansion, Facet can now serve more members efficiently and profitably. Key metrics like customer lifetime value (LTV) are headed in the right direction.

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**Elevated customer experience:** Facet's tech-savvy members are thrilled with how quick and easy it is to start and manage their investments. This shift has exceeded the high expectations of their demanding members.

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**Innovative offerings:** Facet is now able to introduce innovative investment options like direct indexing and investment sleeves, helping them carve out a distinctive niche in the marketplace.

# 50%

Back-office efficiency gain with Apex capabilities, while Facet was significantly growing the number of investment accounts served

\* Client provided data as of 10/25/24.

**“Compared to legacy custodians, Apex’s capabilities have allowed us to reallocate budgets to growing the number of US households Facet serves and delivering a great member experience.”**

**Chris Huffman**  
Chief Administrative Officer and Chief Compliance Officer, Facet

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I kid  
you not —  
you can see an  
account open in less  
than 30 seconds,  
once you submit  
that profile.

**Tim Herrmann**

Senior Director of Trading & Investment  
Operations, Facet

Thanks to the capabilities built with Apex, Facet CFPs are able to spend less time on administrative tasks and more time focusing on helping members achieve their goals.



At Apex, we're the powerhouse behind the game-changers in the financial planning industry. Known for our fast, flexible, and smart solutions, we help enable companies like Facet to transform ambitions into reality.



Facet is on a mission to make excellent financial planning available to everyone. They blend personalized advice with our advanced technology to offer unique, member-focused financial strategies.

The comments expressed here may not represent all member experiences. These statements are not meant to indicate any guarantee of future performance or success. Apex Fintech Solutions Inc. has a financial interest in Facet Wealth. As a result, Apex could potentially benefit financially from the effect of these comments.

Apex Advisor Solutions empowers the future of wealth management with digital custody and clearing provided through Apex Clearing Corporation.\*

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