

# HELPING FINANCIAL SERVICES COMPANIES EXPAND OFFERINGS

The client, a large publicly traded financial services firm, had ambitious goals of diversifying its product lines and expanding to new markets. To accomplish this, the firm wanted to supplement its current stable of insurance products by adding investment options through its affiliated registered investment adviser under an established brand name. Northern Trust's consultative approach helped them find a solution to achieve their goals. Here's how.

## CLIENT PROFILE

- Multibillion dollar publicly traded financial services holding company with multiple brands selling life and health insurance products, and annuities
- More than 1.4 million policy holders
- More than 5,000 sales agents in 300 offices nationwide
- Did not offer proprietary investment products
- New entrant into the retail brokerage and investment advisory services markets

## THE CHALLENGES

- Client wanted to expand into new markets by supplementing its life insurance offerings with investment products and services offered through its affiliated registered investment adviser under an existing, established insurance industry brand
- It had no proprietary investment products of its own
- For the initiative to succeed, client understood it had to:
  - Partner with an investment firm whose brand was well-known and respected
  - Offer innovative solutions to distinguish itself in the investment product space

## THE SOLUTION

- Northern Trust developed a suite of multi-asset class model portfolio strategies to be offered by the client's affiliated registered investment adviser using Northern Trust's factor-based ETFs and mutual fund products, leveraging our macroeconomic views, and incorporating our Capital Market Assumptions.

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Northern Trust understands the complexities of a diversified financial services business. Our dedicated practice group offers both expertise and solutions to help your firm grow by expanding your offerings.

- The resulting Unified Managed Account (UMA) solution was right-sized for the client's core customer base, with the ability to tailor solutions for investments starting at \$50,000.
- The multi-asset class solution set includes:
  - Goal Engineer Series: Based on target maturity dates, de-risking over time through changes to strategic asset allocation
  - Diversified Strategist Portfolios: Model portfolios based on target risk profiles
- In addition, by partnering with Northern Trust, the client received:
  - Insight on building a start-up broker/dealer and registered investment adviser
  - Support to design and develop informational materials
  - Training assistance for the distribution team

**THE VALUE:**

- Working with Northern Trust allowed this client to develop and diversify the investment solutions available to clients of its affiliated registered investment adviser under a unified brand
- The client benefited from Northern Trust's investment expertise, product solutions, and ability to innovate, jump-starting a new line of business while leveraging its existing customer base
- Our deep connections, extensive experience and cutting-edge innovation helped us collaborate with our client to create a new, differentiated solution for its distribution platform
- The partnership enabled the client to gain immediate investment legitimacy from the Northern Trust brand, reputation and capabilities

**FOR MORE INFORMATION**

To learn more, visit [northerntrust.com/insurance](https://northerntrust.com/insurance) or contact your Northern Trust representative.

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