

*Peter and Lisa Walsh at their  
Buffalo, New York, office.*



# Using technology to paint a bigger picture

With Goal Planning & Monitoring, this husband-wife advisor duo has changed the way its clients look at financial planning.

“Wow, you really mean I can do that?”

It’s a refrain Lisa and Peter Walsh have grown accustomed to hearing as the husband-wife advisor duo plays out its clients’ what-ifs in real time using Raymond James’ proprietary Goal Planning & Monitoring (GPM) software.

What if we bought a second house? What if the market tanks? What if we pay for our children’s or grandchildren’s college educations? No matter the questions thrown at them, GPM allows Lisa and Peter to fill in the blanks with tangible insights clients can see with a few clicks.

“The interactive capability and the fact that you can change the numbers right in front of them has been a game changer,” says Lisa.

Just recently, Peter shares, they had a client come into their office who had accounts with four different firms. He was amazed that with GPM he was able to see all of them at once. “He must have said it three or four times, ‘Wow this is great, I can see everything.’”

Peter adds, “I think it takes a lot of pressure off, because everyone wants to know if they’re doing the right thing and if they’re on track. While we can’t predict the future, this allows us to show whether or not their strategy is heading in the right direction.”

GPM has proven so useful to their practice that it’s become a standard part of their procedure for each and every client. Everyone receives a financial plan built using the program, which is then updated annually to ensure their strategies are on track with their goals.

“We really try to use it comprehensively to help illustrate for our clients that they’ll be able to do the things they want to, whether that’s having a comfortable retirement or reaching their charitable goals,” adds Lisa.

Before joining Raymond James in 2014, Lisa and Peter had access to a similar program at their former

firm; however it lacked the same interactivity and user friendliness.

“We used to have to print out our plans,” shares Peter. “When we moved here, we got TV screens set up in our office so we can sit with our clients and review their plans together as we make adjustments simultaneously.”

They’ve also found GPM has been incredibly helpful in their recruitment and referral efforts. As Peter explains, they’ll sometimes bring in human resources specialists from local companies or estate attorneys to show them their process and capabilities – GPM in particular.

The head of total compensation at one local company in particular was so impressed that he now recommends Lisa and Peter to many of his associates. Plus, the company will even contribute a certain amount to cover some of the investment management or financial planning costs.

## A BETTER VIEW OF THE BIG PICTURE

Beyond helping Lisa and Peter strengthen their process and business, GPM has helped their clients to have a greater focus on holistic and long-term financial planning.

“What happens is that they start turning to us for all of their financial questions,” Lisa explains. “Just today a client called me and said, ‘I know I should be able to answer this myself but is it okay if I buy a new car?’ Frankly I want them to think about us anytime they want to make those decisions because it does have an impact on their finances. I’d rather have her call and ask that question because next time it could make sense to use a securities based line of credit, for example.”

This greater view of their holistic financial plans also helps clients worry less about what might be happening in the stock market on any given day, Peter adds.



**LISA J. WALSH**

Senior Vice President, Investments  
Branch Manager

The Walsh Group of Raymond James

*Finer points*

**WHAT'S YOUR FAVORITE PERSONAL PIECE OF TECHNOLOGY?** My iPhone or iPad

**IF YOU WEREN'T A FINANCIAL ADVISOR, WHAT WOULD YOU BE DOING?** There are so many things I would explore – teaching, volunteering to name a few.

**WHAT SPORTS TEAMS DO YOU ROOT FOR?** The Buffalo Bills and Sabres

**WHAT'S THE BEST CONCERT YOU'VE BEEN TO?** Michael Bublé

*Lisa and Peter Walsh live in Buffalo, New York, with their two children, Katie and PJ. In their spare time, they both enjoy giving back to their community and staying active.*

 [walshgroupjrj.com](http://walshgroupjrj.com)

 [linkedin.com/in/lisawalshrj](https://www.linkedin.com/in/lisawalshrj)

“Instead, our conversations are more about what’s going on in their lives. At the end of the day, it makes your relationship quite sticky, because you almost become more like extended family.”

**ADVISOR-DRIVEN TECHNOLOGY**

Over the years, Lisa and Peter have made a concerted effort to refine their practice, implementing various technology tools available at Raymond James in addition to GPM, including Advisor Mobile and CRM. They leverage CRM to record and delegate tasks to their team, to distribute WorthWhile, to schedule client communications, as well as for client segmentation.

“I feel like the technology at Raymond James is just easier,” shares Lisa. “I used to have to log in to different accounts and it was multiple steps, but now I just go to Advisor Mobile and I can pull up a client’s account or their birthday or whatever I need.”

Despite all of the ways in which the technology platform has improved their practice, it’s the culture at Raymond James that ultimately won Lisa and Peter over and has made the biggest difference in their experience.


“Raymond James is just so much more accessible,” explains Lisa. “I can always get in touch with people to answer my questions so I can be even more knowledgeable when it comes to utilizing GPM.”

“It’s been more fun,” adds Peter, “because we get answers and we’re more knowledgeable and the clients are happier and the staff is happier. It’s a much better experience. Even when things don’t go right it’s a better experience.”

It’s this approach to service that makes a great technology platform that much better. Lisa and Peter have consistently felt they’ve been able to get the help and support they need from the home office, rather than having to chase people for answers. Better yet, when they’ve had feedback, they feel like their requests are actually heard and valued.

“For example, you used to be able to hover over an account and see who the money manager was and which unified managed account you had – and that function went away,” explains Lisa. “So, we called the home office and they were able to add it back on our system.”

As Lisa and Peter put it, Raymond James has a culture that supports advisors’ happiness and their ability to help their clients – and going the extra mile with technology is an example of how the firm carries that culture out. And when new applications are introduced, it’s a thoughtful rollout, not rushed.

Peter says that even years after making the move to Raymond James, people still ask how it’s going. “The only thing we don’t like is that it took us so long to get here.” 



**PETER J. WALSH, RICP®**

Senior Vice President, Investments  
Managing Director

The Walsh Group of Raymond James

## Finer points

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**WHAT'S YOUR FAVORITE PERSONAL PIECE OF TECHNOLOGY?** My iPhone

**IF YOU WEREN'T A FINANCIAL ADVISOR, WHAT WOULD YOU BE DOING?** I would coach lacrosse, football or golf.

**WHAT HAS BEEN YOUR FAVORITE VACATION DESTINATION?** Hilton Head for vacation but Peru has been my favorite trip.

**WHAT'S THE BEST CONCERT YOU'VE BEEN TO?** Neil Young – we had front row seats in a small venue of about 1,000 people.

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