

Work Smarter: 10 Technology Best Practices for Advisors

Technology has become one of the most powerful tools available to financial advisors. But for many firms, it can also feel like one more thing to manage. Platforms multiply and logins pile up. Data lives in too many places.

The goal of technology is not to impress clients with flashy tools. It is to make your day smoother, your team more efficient, and your client relationships stronger. When technology works the way it should, it invisibly removes friction from your business.

Here are 10 technology best practices that can help you streamline operations, save time, and stay focused on what matters most: serving clients.



1. Centralize Your Client Data

Few things slow advisors down more than searching for information across multiple systems. Your Customer Relationship Management (CRM) system should serve as the single source of truth for client data and relationship history with current and potential clients. When everything lives in one place, you spend less time hunting for details and more time having meaningful conversations with clients.

2. Automate Routine Tasks

Many daily tasks are predictable and repeatable, making them strong candidates for automation.

Tasks like meeting confirmations, onboarding checklists, document requests, and follow-ups can be streamlined to run in the background. Automation reduces the administrative burden on you and your staff while ensuring that nothing slips through the cracks.

3. Integrate Your Technology Stack

Advisors often work across multiple platforms: CRM, financial planning software, portfolio management systems, document storage, and more.

When these systems integrate well, data flows automatically between them. This eliminates jumping between programs to uncover information, duplicate data entry, and reduces the risk of errors while giving you a clearer view of each client's financial picture.

““One of my team looked up from his laptop and said, ‘I feel like I’ve discovered fire!’ Cetera’s workflow is so integrated and easy; it was just a huge leap forward for us.”

—**Brett Amendola, Wooster Square Advisors**



4. Prioritize Secure Client Communication

Clients expect convenience, but they also expect their financial information to be protected. Secure client portals, encrypted messaging, and protected document sharing, with the client and between your synced systems, help maintain confidentiality while making it easy for clients to send and receive information quickly.

5. Use Digital Document Management

Paper documents slow down workflows and create unnecessary delays. A digital document management system allows you to store, organize, and retrieve files instantly. It also simplifies compliance and makes it easier to share documents with clients or team members when needed.

6. Standardize Your Processes

Technology works best when it supports clearly defined processes. Create consistent workflows for common activities such as onboarding new clients, preparing for review meetings, and handling service requests. Once those processes are defined, technology can automate and reinforce them.

7. Leverage Client Portals

Many clients want quick answers without needing to call or e-mail. Client portals allow them to view account information, access documents, and monitor progress toward their financial goals at their convenience. This reduces routine inquiries while giving clients greater transparency into their financial plan.

8. Invest in Reliable Cybersecurity

Cybersecurity is not just an IT concern; it is foundational to client trust. Multifactor authentication, strong password policies, and regular system updates help protect your firm and your clients. Simple safeguards can prevent many of the most common security threats advisors and clients face today.

9. Use Data to Identify Opportunities

Modern advisor technology can surface insights that might otherwise go unnoticed. From identifying clients who may benefit from tax strategies to spotting opportunities for deeper family engagement, data tools can help advisors proactively deliver more value.

10. Regularly Evaluate Your Technology

Technology evolves quickly, and so do client expectations. Set aside time each year to review your technology stack. Are your tools still solving the problems they were designed to address? Are there redundancies or gaps? Periodic evaluation helps ensure your technology continues to support the way you want to run your business.



Tech Should Work For You, Not the Other Way Around

At Cetera, our integrated tech platform is designed to simplify daily workflows, reduce administrative burdens, and help you operate with greater efficiency and confidence.

Ready For Technology That Makes Your Business Run Smoother?

Explore how Cetera's technology platform can power your next phase of growth: cetera.com/join-us

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