

# OPERATION ATTRACTION

Independence offers advisers flexibility and the ability to make decisions quickly, but the lack of visibility can be an obstacle when looking to make hires. We canvass our audience on how they persuade investment specialists from private banks to join their firms



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In today's globalised world, bank advisers are looking to become more customer-focused by repositioning themselves as investment advisers rather than product sellers. To achieve this, it is essential they avoid becoming mired in administrative tasks and concentrate fully on their customers and the markets. This, in turn, is possible only with the aid of an independent platform of the kind used by external asset managers.

We were very quick to adopt an innovative web-based portfolio management platform with integrated customer relationship management, compliance and document management functionality, research information, and sales support. This enables us to realise tailored investment strategies and sophisticated solutions while keeping the administrative workload to a minimum. Apart from streamlining many everyday tasks,

this web-based system enables our advisers to work from any location, confident in the knowledge that the information they need is always at their fingertips.

As well as an efficient software platform and independence, we give our investment advisers more autonomy and flexible solutions for their customers and for themselves. This includes reporting that is transparent and tailored to each customer as well as fair cost structures for both the advisers and their customers.

Unfortunately, in today's regulatory environment, it is much more difficult to establish new investment management companies. It therefore makes a lot of sense for advisers seeking independence to use our flexible, highly innovative structures for market entry and to leverage our existing infrastructure so that they are up and running right from day one.

Finally, we at Swiss Wealth Protection have been actively promoting better work/life balance for more than 10 years because it delivers significant benefits, both to our advisers and to their customers.





**ANNE-SOPHIE TOURRETTE**  
AdvisorOne  
AWAP  
Geneva

In order to attract private banking specialists to our AWAP platform we first and foremost explain our business model, which is providing services for independent asset managers and helping them to set up their own companies.

Those who already have CHF60 million to CHF100 million in assets are usually able to start a company right away, and we help them to do all the necessary procedures correctly.

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We also have a nursing system for those who don't yet have enough assets and are not sure if clients would follow them.

In these cases, we take care of them during a specific period of time, and they can become part of the companies that are already in the group. Once they gather enough assets, the asset managers can branch out on their own.

One advantage you have as an independent manager is that you usually work with several banks rather than one. This helps you to meet the needs of your clients better, rather than meeting only the needs of the bank.

When you are working in a bank, you essentially have a full-time helpdesk. When a former banker sets up an independent company, AWAP can take on the role of the helpdesk.

The first challenge for AWAP when attracting private banking specialists is to make sure they know that the platform exists and how it operates.

We don't interfere in the asset managers' relationship with clients and are there only to help them to set up their business.



**PASCAL FAIVRE**  
Auris Wealth Management  
Geneva

As a former head of investment at Pictet & Cie, I finally succumbed to the temptation of independence seven years ago when a family office was looking for a new management team as the existing team neared retirement age. At the time, I had foreseen the changes in terms of regulation affecting our business, but I had not fully comprehended the complexities that would disrupt the work of management for an international clientele.

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When Auris Gestion (based in Paris) suggested more than a year ago that we launch a joint project in Geneva, I immediately realised that the solution was in front of me.

This setup would create an independent organisation in which the decision-making process is not subject to conflicts of interest; the possibility of an immediate partnership; a clear income distribution model, which goes in the direction of the wealth manager but also benefits the whole team; a European passport, as I quickly realised that Switzerland would not win equivalence of treatment; and an excellent track record realised by Auris over the past 10 years.

Today, we are excited to find future partners and other talented people who are uncomfortable or frustrated within institutions.

Independence within a project such as Auris Wealth Management is clearly a new way of approaching professional life, and I see it every morning with the smiles on the faces of my colleagues.



**PASCAL R. BERSIER**  
Brevalia  
Zurich

As a young company, we have a new business model to talk about.

The name Brevalia is based on clear values and a story, but we cannot call ourselves an established brand yet. However, this is no problem in the current recruitment phase.

The challenge is to find entrepreneurial private bankers (or those who have the talent) who want to break out of their protected environment, fulfill our very high competency profile and are hungry to add value for customers.

Brevalia offers a work environment in which modern IT infrastructure and a healthy performance culture can be used in a time- and location-independent manner.

During many job interviews, I have seen that young bankers are increasingly looking for a position in which they are personally committed, can really develop in the medium term, be actively promoted and learn in a team of top performers.

Having a sophisticated and comprehensive service concept is essential to get to the best private bankers.

We believe this is significantly more important than having an established brand to allow all applicants to work for a common vision and to experience more meaningfulness in their work.