



www.waypoint-consultants.com
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Waypoint Consultants LLC
“helping financial advisors to navigate their journey to independence”

Charlie Cornett = Founder

location : Winter Park, FL
N 28 degrees, 35 minutes, 46.58 seconds Latitude
W 81 degrees, 21 minutes, 5.50 seconds Longitude

About :

Waypoint Consultants LLC is a consulting and recruiting firm that provides education, perspective, guidance, and assistance to financial advisors. Specifically, we are focused on serving two distinct profiles of client :

First, we assist financial advisors as they explore, plan, and execute their professional journey to independence. Most typically , this transition involves leaving the advisor’s existing broker/dealer and either joining a new broker/dealer as an independent rep or establishing and launching a new and independent firm as a Registered Investment Advisor , or RIA. This is a complex process and requires a comprehensive , coordinated, and confidential approach towards achieving the clients’ goal. Waypoint

helps navigate the many decisions involved and manages the entire journey as a fiduciary for the advisor in transition.

Second, we work with existing RIA firms in designing and implementing a growth strategy that involves recruiting additional advisors to their team. Advisor recruiting is an art and a science, and RIAs can leverage our expertise , advisor network , and disciplined process in order to successfully reach their inorganic growth goals.

[definition] ... and inspiration for the company name

A **waypoint** is an intermediate point or place on a route or line of travel, a stopping point or a point at which the current course is changed. In modern navigation, it most often refers to [longitudinal](#) and [latitudinal](#) coordinates which specify one's position on the globe at the beginning , middle, or end of a journey.

Although the term *waypoint* has only entered common use in recent years, the equivalent of a waypoint in all but name has existed for as long as human beings have navigated the Earth. Waypoints have traditionally been associated with distinctive features of the real world, such as [rock](#) formations, [springs](#), [oases](#), [mountains](#), buildings, roadways, waterways, railways, and so on. Today, these associations persist, but waypoints are more often associated with physical artifacts created specifically for navigation, such as channel markers, buoys, and lighthouses.

I felt that this would be an appropriate name for a consulting business, because waypoints are used by travelers to chart courses through areas of uncertainty, helping to avoid dangerous shoals or rocky coastlines. Waypoints also show the best course to take towards the chosen destination, and they provide clear benchmarks for measuring progress along the way.

As an avid sailor, i have a strong appreciation for the role of the navigator in planning and executing a successful journey, whether it be a race or a pleasure cruise. Charting the course, considering the many variables of

weather, wind, and water, and maintaining the flexibility to change course when appropriate are all critical functions of navigating towards a desired goal. In addition, promoting and practicing good communication with the skipper and crew is essential for safety and success. Along with the active guidance of the navigator, the use of waypoints is critical to smart planning and execution.

The role I play at Waypoint Consultants for the advisors who work with me is very much like that of the navigator of a sailing vessel. While the advisor is always the skipper, as final decisions are made by him or her, my role in their career transition is to use my experience and knowledge to guide the way forward. Together with the advisor and/or team, we undergo an exercise in deep discovery, ensuring we collectively understand the unique attributes, needs, and vision for the future business, and then we chart the best course for getting to the optimal destination. In short, my role is to educate, advise, protect, plan, prepare, and lead the “skipper and crew” in their quest to build an independent business of enduring value.

Client Services | How we work together, What to Expect

Why work with me ? - In short, experience. I have spent my entire 35 year career in this industry, with the last 22 years spent in this exact endeavor... helping advisors like you to learn about, envision, and realize their dream of becoming independent advisors and business owners.

My range of experience includes roles within many of the top companies in the financial services industry and includes positions in trading, institutional sales, retirement plan consulting, retail advisory, RIA custody sales, IBD regional management, executive director for business development (for a large strategic intermediary firm), and head of breakaway strategy for a large RIA custody provider.

Additional details on my work history may be found here :

<https://www.linkedin.com/in/charles-cornett-96649aa9/>

Bottom line is this... in the same way that you advise your clients against “going it alone” with respect to their investing, I would advise that you avoid going it alone with respect to making any transition to the independent advisor model. There is just so much information (and misinformation !) , and the process is complex enough that expert guidance has value. Working with me will cut out the noise, streamline the process, protect your interests, and result in the most optimal decision for you.

A fiduciary relationship for your business - One very important thing to know about me and how i work with clients is that I will always put your interests first. That may sound intuitive to you , especially if that is how you work with your clients, but that is not the approach for most participants in the transition industry. Many pure recruiters are transactional in nature, eliciting any interest from you and simply making an introduction and then stepping out of the way of the service providers. Most are not aware of the many nuances within the RIA or IBD marketplace, and they are not in a position to guide you to the best solution. Most merely make an introduction and then let the service providers do their selling. It’s a messy process, time-consuming, sometimes bewildering, often over-whelming. The advisor is left to sort out truth from fiction and to wonder about who is looking out for their best interests. Waypoint offers you a better way.

By working with me at Waypoint, you will gain representation through-out the entire due diligence process. From the initial exploratory meeting with me, you will see that i have created a thoughtful and deliberative process that actually saves you time, always puts your interests first, and leads to better outcomes.

The best thing about leveraging my time, resources, experience, knowledge, and perspective is that it puts you, the advisor, in the best position to make the best decision for you and your business. The next best thing is that it won’t cost you any more than working with anyone else or even with no-one else. Your time is valuable, and the need to “get it right” is an imperative .

It would be so much easier to just say “ I’m working with Waypoint”.

- When recruiters cold-call you , say “I’m working with Waypoint”.
- When IBD business developers or RIA custodians call you , just say “I’m working with Waypoint”.
- When the independent platform support firms call you , just say ok , you get the idea.

Are you ready to “work with Waypoint” ?
 schedule a confidential (and free) exploratory meeting with me , and let’s see if we can work together.

Services for teams and advisors in transition - Making any business transition is a complex undertaking . Waypoint Consultants offers a multi-step , comprehensive process that addresses the following critical topics :
 (each one may be considered to be a “waypoint” along the journey to independence)

1. FA/team deep discovery and profiling
 - full analysis of advisor(s)’ current situation
 - strengths and weaknesses of current affiliation
 - goals/vision for business
 - value articulation for current clients
 - investment philosophy and methods
 - technology needs
 - strategic growth plan and historical growth experience
 - SWOT analysis
2. Understanding the "why and how" to go independent as a RIA or IBD rep
 - benefits of independence
 - vs current firm
 - FAQs and “fact vs fiction”
3. Comprehensive survey of the independent landscape
 - custody platforms for RIAs

- intermediaries offering supported independence
- strategic affiliation models
- leading RIA tuck-in opportunities
- hybrid and friendly broker-dealers

4. Strategy sessions

- analysis and discussion of potential solutions
- pro-forma economic analysis
- ID best-fit solutions to achieve goals and realize vision of firm
- ID recommended affiliation model and specific solution

5. Due diligence guidance , representation, and management

- RFP management
- introductions to service providers
- coordination of due diligence activities, protecting clients' time
- information exchange with service providers
- on-site and/or Zoom meetings
- manage scheduling for and attend presentations and/or home office due diligence visits
- review proposals and assist in negotiating favorable terms
- provide recommendation

6. Transition planning and coordination (may involve 3rd party transition consultant and other specialists)

- custody
- legal & compliance
- technology needs
- office infrastructure
- marketing & branding
- access to capital and capital providers
- ancillary business solutions
- logistics for business launch

Services for existing RIAs - Let's face it. You have a business to run. You have clients , and you have assets, both of which give you plenty to worry about. You have organic growth goals and are busy trying to achieve them. You may also have an interest in inorganic growth, whether that be from acquisitions or recruiting. But here's the thing for most advisors , inorganic growth is not their area of most experience and expertise. Fortunately, it is exactly my area of most experience and expertise, and i can help you in this effort.

Outsourcing your recruiting efforts makes great sense... it is efficient, economical , and effective. I work with client firms to address the topics below, all in the context of helping you to grow your business and to maximize its value.

1. Inorganic growth consulting program
 - guided process for successful advisor recruiting
 - prospect pipeline - development and management
 - acquisitions targeting
2. RIA deep discovery and profiling
 - articulation of value proposition for advisors
 - advise on offering for advisors ... the "winning formula" to attract FAs , teams, RIAs
3. Validation of current service providers
 - advise on alternative solutions based upon needs of firm
4. Optimize pricing & profitability for advisor recruits
 - pro-forma economic analysis for firm and for recruit (custom lens for each)
5. Advise on exit strategies and valuation metrics

Resources

in development ...

articles, videos, white papers, FAQs, etc.

Contact / Connect

Schedule an exploratory meeting now
[automated calendar scheduler via HubSpot ?]

Charlie Cornett
804-363-4059
charlie@waypoint-consultants.com

linkedIn profile : **<https://www.linkedin.com/in/charles-cornett-96649aa9/>**

ideas for broad themes for web site imaging :
nautical, charts, ships/boats, water, compass, weather, journey map,
lighthouses, safe harbor vs high seas

sample competitor web sites :

<https://transitiontoria.com>

<https://kineticstrategic.com>

<https://fusionfp.com>

<https://pfiadvisors.com>

executive head-shot for Charlie Cornett

