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FRAME Financial

PREPARED FOR · INNOVATION EXCHANGE PITCH

A brief for an alternative CRM platform at FRAME Financial

your vision, our framework

OCTOBER 2026

BUSINESS OVERVIEW

FRAME Financial Advisors is a financial advisory firm based in Albert Quay in Cork. We work with individuals, families and business owners across Ireland, providing clear, personalised, unbiased advice that helps you plan with confidence.

01

ESTABLISHED

Established in 2007, we are part of the FRAME group, an experienced financial advisory firm in Cork with over 45 years' experience in delivering expert advice and strategic support to entrepreneurs and business pioneers across a range of industries.

02

ASSETS UNDER MANAGEMENT

We have circa €180 million of assets under management and manage 700+ clients

03

OUR ADVICE

Our advice is brought together into one coordinated plan.

- **Financial Planning**
- **Retirement Planning & Pensions:**
- **Savings & Investments**
- **Life Assurance**
- **Income Protection**

THE PROBLEM WITH APPLIED WEALTHTRACK

Applied WealthTrack is our current platform for housing client data and client reporting. It falls short in a number of areas:

01

NOT VISUALLY APPEALING

- The system does not generate reports well. Reports are basic and do not reflect the standard of advice we give our clients.
- The dashboard is underwhelming, can't easily see Assets Under Management, portfolio split, no high level data here.
- The system is not user friendly. It is hard for advisors to use, and it is not a platform we could hand to clients for self-serve access.

02

NOT EFFICIENT

- Simple tasks take 4 clicks of a button to complete. Routine work that should be quick takes longer than it needs to.
- The system is clunky and hard to navigate. Finding the right screen or record slows advisors down.
- Time spent working around the system is time taken away from advising clients.

03

LIMITED CLIENT ACCESS

- Clients are limited when they log in to the client portal as to why they can see/do.
- There is no secure way for clients to upload documents, sign forms or message us, so sensitive information travels by email.
- Clients now expect the same online access from their advisor that they get from their bank.

EXPECTED OUTCOMES

The selected system should:

01

FOR ADVISORS

- Have a visually appealing dashboard showing Assets Under Management, Portfolio split, client reminders etc.
- Complete common tasks in one or two clicks, make it user friendly.
- Automate tasks, reminders and sales opportunities, with templates that fill from client data (Statement of Suitability etc).
- Update valuations automatically from pension, investment and insurance providers.

02

FOR CLIENTS

- Give each client secure access to their own portfolio, policies and documents.
- Produce clear, well-presented reports in FRAME branding, with the detail clients need.
- Let clients upload documents, sign forms, send secure messages and book reviews online.
- Support digital onboarding: fact-finds, risk profiling and ID checks.

03

FOR COMPLIANCE AND THE FIRM

- Record Suitability Preferences and Risk Questionnaires on the CRM.
- Run AML and KYC checks, flag review dates and keep a full audit trail.
- Protect client data under GDPR.
- Report on assets under management, revenue and review completion.
- Integrate with Microsoft 365, migrate data from Wealth Tracks and scale with the firm.