



**Is going RIA  
right for me?**

# Define your ‘why’.

The decision to build your own business is deeply personal, but you likely share motivations with your peers. Many advisors are inspired to make a change by one or more of the “Four Cs.”<sup>1</sup>

**Compliance**

**Control**

**Compensation**

**Culture**

Knowing your “why” can help you keep a clear perspective when you’re making decisions that impact your business, including which version of independence is right for you.

## Finding the right fit

When Jeremy’s broker-dealer was purchased by another firm, he felt that going RIA was the best path forward for him and his clients. The right cultural fit was important to Jeremy, and that motivated him to make a change.



**Listen to Jeremy’s story**



**Jeremy Paul**  
President and Partner  
Perigon Wealth Management

<sup>1</sup>The Four C’s is a concept inspired by Mark Albers, founder of Kinetic Strategic Partners, Boulder City, NV.

# Not sure if you're ready? These resources can help you decide.

It's important to understand what you may gain, or possibly lose, by going RIA. Ideally, you want to be in control of your decision. You never want to feel that your situation is dictating how you proceed. If you think you will eventually become an RIA, consider what you can do today to set yourself up for a successful transition.

We see many advisors who make multiple transitions before ultimately going RIA. What if you could expedite the journey?



Complete our **Should I Go RIA? checklist** and pay close attention to your areas where you answer yes.

You may find certain areas are non-negotiables, especially the Four C's. Once you're clear on what is motivating you to make a change, use this intel to determine:

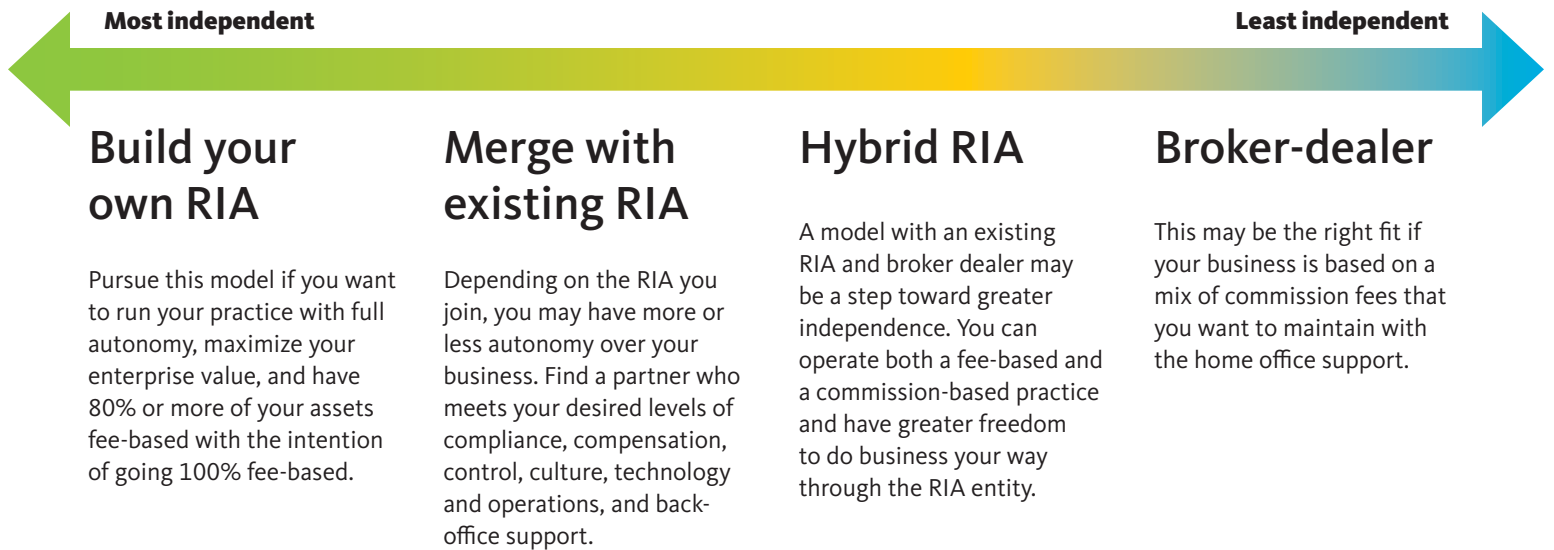
- **What's my time frame for making the transition?**
- **What are my top priorities to achieve my ideal future?**
- **What resources do I need to make this transition?**



Explore the interactive **RIA Profit and Loss Modeler** to determine if the economics make sense.

# Create your own or join an established RIA.

What type of RIA business you prefer is an important consideration. The right choice depends on your professional and personal aspirations. We can help you determine which model works best for you.



**Want to build your own RIA?**  
Download our 7-step RIA launch guide.





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