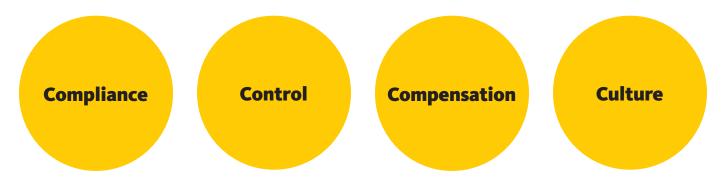


Define your 'why'.

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."



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

¹The 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.

Most independent Least independent

Build your own RIA

Pursue this model if you want to run your practice with full autonomy, maximize your enterprise value, and have 80% or more of your assets fee-based with the intention of going 100% fee-based.

Merge with existing RIA

Depending on the RIA you join, you may have more or less autonomy over your business. Find a partner who meets your desired levels of compliance, compensation, control, culture, technology and operations, and back-office support.

Hybrid RIA

A model with an existing RIA and broker dealer may be a step toward greater independence. You can operate both a fee-based and a commission-based practice and have greater freedom to do business your way through the RIA entity.

Broker-dealer

This may be the right fit if your business is based on a mix of commission fees that you want to maintain with the home office support.

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





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