

# Johnson & White Wealth Management

## Black Diamond® fuels their acceleration as a break-away

The movement to independence as a financial advisor has been a trend that is accelerating. Open architecture, the ability to work with clients in a truly objective, fiduciary manner along with the opportunity to take advantage of the industry's latest technologies are all powerful motivators for veteran advisors to seek out the green fields of independence.

**Case in point:** Johnson & White Wealth Management (JWWM). Co-founders and Managing Directors Chris Johnson and Tim White, along with Wealth Advisor Rob Allan are eager to share with the industry their story and how they are growing their business with the latest advisor technologies.

While JWWM was founded as an independent RIA just three years ago, the core team of six has been together since the early 2000's. "We came from a large institution, however as entrepreneurs, we always wanted the opportunity to do it our way and as a result broke away from the large wirehouse setting to form our own independent RIA," said White.

As part of that focus, JWWM differentiates itself through its focus with a multi-generational time horizon, serving investors who "value advice, long-term relationships and who delegate and demand accountability."

This mission has served JWWM's growth plans well as the firm now manages \$165 million in AUM for individuals, along with a few retirement plans. In order to fuel their growth, JWWM is placing a large focus on technology, although their journey was not a smooth one at first.

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— **Rob Allan, Wealth Advisor,  
Johnson & White Wealth Management**

"When we first broke away, we were so busy getting set up that we made the mistake of adopting a technology bundle," Johnson noted. "At the time, we ran with it, thinking that it would work as an integrated bundle of reporting, CRM and planning. However, we found that it was not as integrated as promised and we needed a better solution."

That search for a better solution led the team to the Black Diamond® wealth platform.

"Black Diamond stood out immediately through its ability to customize reports—a night and day difference from the

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### Johnson & White Wealth Management

York, Pennsylvania

**Description:** RIA

**AUM:** \$165 million

**Implementation:** 2016

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#### Background

- Initially used a custodian bundle of proprietary portfolio management software, Salesforce CRM, and MoneyGuidePro
- Grew frustrated with the lack of promised integration and the time it took to make the bundle work for them
- As a result, sought out a portfolio management system with ease of use, powerful reporting capabilities and the ability to easily extract data for client presentations

#### Benefits

- Back-office efficiencies via powerful automation tools
- Enhanced reporting capabilities to meet HNW client needs
- Flexibility to run reports "on the fly" for specific client situations
- Access to senior management to influence product development direction
- Competitive pricing

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custodian solution,” noted Allan.

“Additionally, Black Diamond was easy to use, and the ability to manipulate the system to pull out the data we needed, really made it compelling. With a very competitive price point, it was a very simple decision.”

For situations where advisors need to be able to do performance reports on the fly, such as when clients would show up unexpectedly, for example, Allan was also sold on the inherent flexibility of the Black Diamond platform.

Looking forward, JWWM is focused on continued growth of the firm, both organically and inorganically. “In order for us to continue to grow, we need scalable technology solutions, ones that integrate with each other,” Johnson said. “With Black Diamond, we have seen a dedicated focus on bringing multiple solutions together and are confident that they’ll continue to deliver on that promise.”

From a business partnership standpoint, Johnson also appreciated the size and approach of Black Diamond. “We thought at the beginning that Black Diamond would be approachable and receptive to our suggestions on developing the product, and to our delight, we were correct.”

What has really stood out to both Johnson and White is the ability to actively participate in the growth and evolution of the Black Diamond platform. “We had the opportunity to join the Black Diamond team in Jacksonville for the first ‘hackathon’ event in the spring of 2017 and it was an impressive experience,” they both agreed. “To be able to communicate directly with the technical analysts and developers and talk to them in detail about how we are using the system was a very unique opportunity. What it showed to us was Black Diamond’s commitment to listening, an extremely valuable aspect of the relationship.”

The JWWM team also appreciated the opportunity to network with other Black Diamond clients at the hackathon event. “While the technology is critical to our success, the opportunity to be part of a vibrant community of our peers stands out as something that excites us about our relationship with Black Diamond,” White concluded.

To learn more about Johnson and White Wealth Management, check out their website at [www.johnsonandwhite.net](http://www.johnsonandwhite.net).

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— **Chris Johnson, Co-founder and Managing Director, Johnson & White Wealth Management**