



CASE STUDY

Intrepid Capital — Scaling wealth management via benjamin’s technology and consulting services



THE INTREPID CAPITAL STORY

Intrepid Capital is a fast-growing firm located in Jacksonville Beach, FL with a specialized focus on delivering outstanding service for its clientele of high-net-worth investors and families. Intrepid does this by providing a different approach to investing, one rooted in long-term focus, absolute returns, deep fundamental company analysis and a disciplined valuation process applied consistently for nearly 30 years.

In order to support its continued growth, Managing Director, Matt Berquist was in search of new and innovative ways to leverage technology. “We knew that we could scale better and provide a more consistent client experience, while collaborating more effectively as a team,” Berquist said. “We were doing just fine and have been successful for many years, but with all of the advances in wealth management technology, we were sure that there were better ways out there.”

As part of that thinking to build a better, more efficient and resilient business, Berquist was introduced to the idea of a “business support system” that could orchestrate their technology and custodian stack. “benjamin was just what we were looking for as this new technology, leveraging AI, is able to bring the many elements of our back-office together and automate our more time- and people-intensive workflows.”

In order to get started in creating more consistent and repeatable processes, Berquist leveraged benjamin’s consulting team to identify and document better ways for many of their day-to-day processes. “The experience with the folks at benjamin was beyond our expectations,” noted Berquist. “The team came out, spent hours with all of our people and mapped out more efficient ways for us to work collaboratively as a firm based on their deep experience successfully working with other firms just like ours.”

“The consulting effort was critical for us in getting buy-in from the team and once we had those processes better defined, benjamin’s consultants installed and deployed benjamin’s business support system for us – getting us up and running much more quickly than we anticipated.”

One of the key benefits Berquist points to with benjamin is the new consistent approach the firm has. “We are so much more intentional with clients because of benjamin,” he says. “Now we essentially have a training manual for our new associates so they can seamlessly onboard new clients, set up meetings and



Intrepid Capital At a Glance

Founded
1994

Entity
Independent RIA

AUM
\$615 million

Primary Custodians
Schwab Advisor
Services

CRM
Wealthbox

Portfolio Management
and Reporting
Summit Wealth
Systems



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provide consistent touchpoints. All of the boxes are checked and nothing falls through the cracks.”

As examples, Berquist has benjamin automating the many workflows for client communications to manage and follow up on client review meetings. benjamin does this by automating workflows for back-office teams to ensure accounts get set up correctly, have the appropriate portfolios deployed, implement the right billing codes, as well as automatically provide notes from the last meeting. Additionally, benjamin is able to pull performance reports from the portfolio management system and provide the action items to be discussed from their CRM. These process automation capabilities are resulting in dramatic time and cost savings, as well as the intangible benefits of better management control over the entire client experience.

“We sleep better at night knowing that everything is being covered, all client issues are discussed, and we are on top of everything for them,” Berquist said. “This is an industry struggling with margin compression and we absolutely need to use our people as effectively as possible. benjamin has been fantastic in freeing up our staff to truly focus on the value-added aspects of our client relationships, making a tremendous difference for our 13 employees and the future of our business.”

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— Matt Berquist

ABOUT BENJAMIN

benjamin is the financial industry’s first ever business support system driven by AI which seamlessly integrates the software tools and data used by advisors and their teams to better service their clients. benjamin elegantly automates a myriad of time-consuming and menial yet imperative tasks, providing the advisor more time to foster value-added client relationships. The productivity gained by benjamin’s presence empowers firms to quickly scale their business and profitability. Originally created by a multi-billion dollar investment advisory firm, benjamin is now independent, and used by financial advisors nationwide to better serve both current and future families.

For more information, visit www.getbenjamin.com



benjamin – Key Benefits

- Gain scale, efficiencies and productivity through automated workflows
- Optimize technology investments through business support system integrations and data synchronizations
- Enhance the client experience with pro-active communications and timely task completions
- Save time, money and achieve a substantial ROI
- Enhance staff roles, freeing advisors and back-office up for more client-focused activities



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