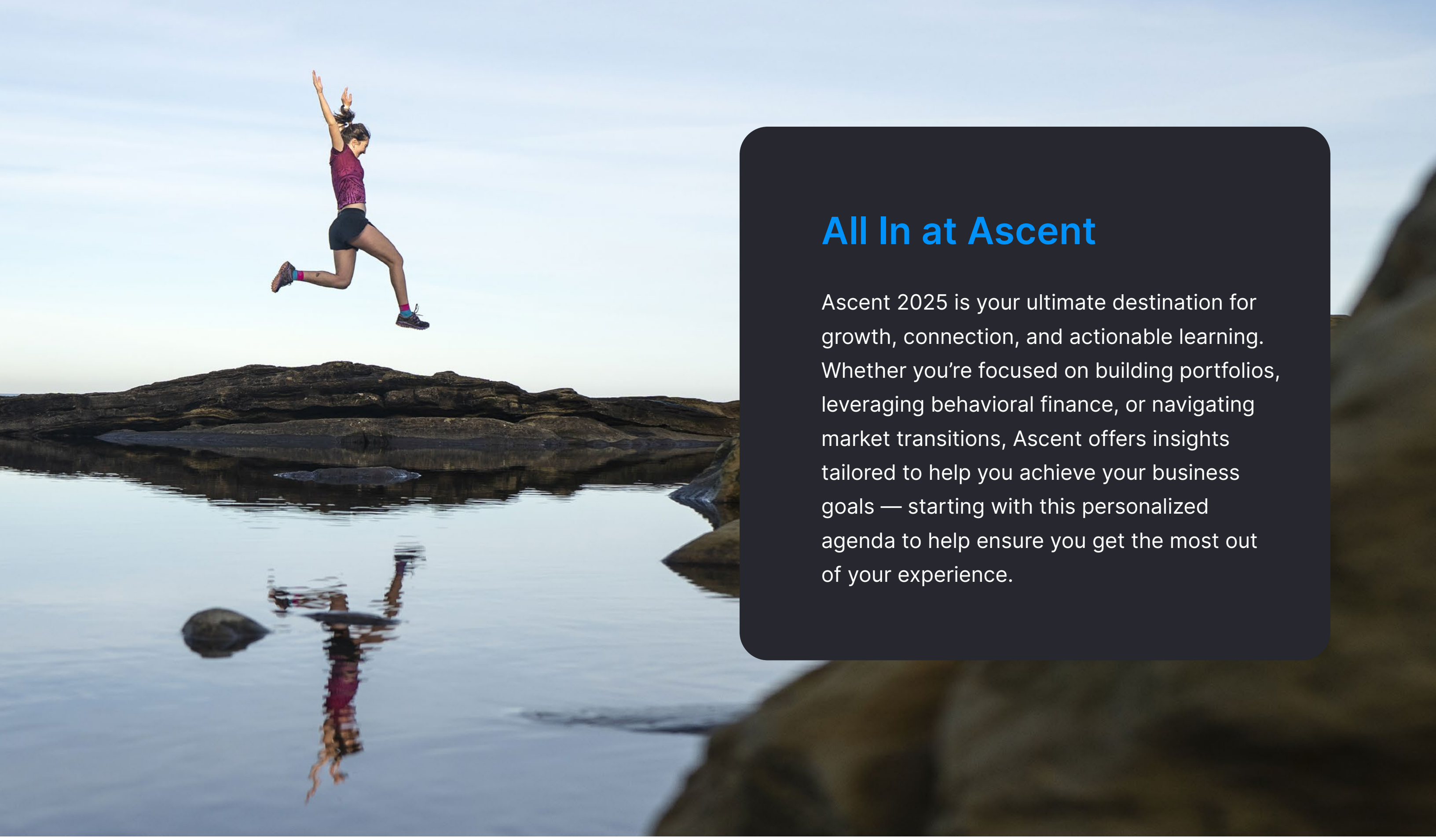
ORION ASCENT

Go All In on Your Ascent 2025 Experience

A tailored agenda to help you maximize your conference experience, designed with your unique role and goals in mind.



All In at Ascent

Ascent 2025 is your ultimate destination for growth, connection, and actionable learning. Whether you're focused on building portfolios, leveraging behavioral finance, or navigating market transitions, Ascent offers insights tailored to help you achieve your business goals — starting with this personalized agenda to help ensure you get the most out of your experience.

PERSONA OVERVIEW

Wealth Management Advisor

This agenda is for our wealth management advisor clients looking to deepen their understanding of portfolio construction, client behavioral patterns, and advisory trends. Whether you're already leveraging all of the Orion tools at your disposal or exploring new strategies for client retention and growth, you'll walk away with actionable tips and takeaways that will strengthen your business.

LET'S DIVE IN

PRE-CONFERENCE EXCLUSIVE

Orion Wealth Management: Exclusive Briefing with CEO Natalie Wolfsen

Join us for an exclusive pre-conference session with Orion CEO Natalie Wolfsen, designed for our top Brinker Capital, Orion Portfolio Solutions, and Orion OCIO advisors. This intimate gathering offers a unique opportunity to meet Natalie and share her excitement about the upcoming days at Ascent 2025. Natalie will highlight key themes and innovations to look forward to throughout the conference, providing a glimpse into the transformative content and experiences awaiting you. The session will conclude with a Q&A, allowing you to engage directly with one of the industry's most influential leaders. Don't miss this chance to kick off Ascent 2025 with exclusive insights and Natalie's unique perspective on how to get the most out of your conference experience.

PRE-CONFERENCE EXCLUSIVE

Orion Advisor Academy Live

Join us for an in-depth pre-conference program designed to provide you with actionable strategies for incorporating behavioral finance into their practice. This comprehensive program includes multiple sessions that qualify for continuing education (CE) credit, ensuring you gain valuable insights while fulfilling your professional requirements.

Led by Orion Chief Behavioral Officer Dr. Daniel Crosby and Behavioral Analyst Dr. Naomi Win, you'll learn the importance of behavioral finance and discover practical ways to integrate these principles into your business. Explore the psychological factors that influence client decisions and how to effectively address these behaviors to enhance client relationships and outcomes. Additionally, you'll receive hands-on training on how to leverage Orion's BeFi tools. Our trainers will demonstrate how to use this powerful technology suite to apply behavioral finance concepts in your daily operations, helping you provide more personalized and effective advice to your clients.

Don't miss this opportunity to deepen your understanding of behavioral finance, earn CE credits, and enhance your practice with Orion's innovative BeFi tools.

The Future of Equity Investing: Low-Cost Solutions for Today's Advisors

As the demand for cost-effective and transparent investment solutions grows, Discipline Equity is quickly becoming a go-to strategy for financial advisors looking to move beyond traditional active management. With nearly $1 billion in AUM and rapid growth, this innovative approach offers a clear path to disciplined, long-term growth. In this session, explore how Disciplined Equity provides a low-cost, high-transparency alternative that aligns with the evolving needs of advisors and their clients. Discover how to leverage this offering to drive better outcomes and position yourself at the forefront of modern portfolio strategies.

Fixed Income with Falling Interest Rates

In a shifting economic landscape marked by declining interest rates, traditional fixed income strategies may need to be reevaluated. Join this insightful session to explore innovative approaches for managing fixed income portfolios in a falling interest rate environment, including the latest trends, tools, and techniques to optimize returns and mitigate risks, helping to ensure your clients' portfolios remain resilient.

Mastering High-Net-Worth Relationships: From Customized Lending to Client Retention

High-net-worth clients demand more than just standard financial advice — they seek personalized, innovative solutions that resonate with their distinct lifestyles and goals. In this session, discover how to leverage customized lending strategies to not only meet but exceed the expectations of this discerning clientele. Learn practical approaches to deepen client relationships, enhance loyalty, and position your firm as the go-to choice for those seeking unparalleled financial guidance and services. Elevate your client engagement to new heights, ensuring your firm stands out in an increasingly competitive landscape.

Advanced Wealth Strategies: Leveraging Direct Indexing for Alpha and Tax Efficiency

Direct indexing allows financial advisors to offer highly personalized investment strategies that go beyond traditional indexing. By customizing portfolios, advisors can enhance alpha, mitigate risk, and optimize tax efficiency to meet the specific needs of each client. This approach not only provides a unique value proposition but also helps advisors differentiate their services in a competitive market. Implementing direct indexing strategies can lead to more precise portfolio management, better alignment with client goals, and improved overall investment outcomes.

The Evolution of Alternative Investments: Trends, Opportunities, and Regulatory Considerations

Once the province only of institutional and ultra-high net worth investors, alternatives have gone mainstream — one industry study projects that total AUM for the asset class will hit $23.3 trillion in 2027*. You won't want to miss this timely, in-depth session on this fast-growing asset class. We'll explore what investment solutions are resonating most in the marketplace, how advisors are incorporating alternatives into client portfolios, and how the regulatory landscape for alternatives could evolve under the new administration.

*Source: Alternative Investments of the Ultra Wealthy in 2023, The Motley Fool, 2023.

Maximizing Your Advisor Portal

Are you using your Advisor Portal to its full potential? Find out if you're fully leveraging the platform's newest and most robust features that elevate your experience and help you grow at scale.

Join us to learn about:

- Top 5 best practices for day-to-day efficiencies
- Powerful integrations with Redtail CRM, Orion Risk Intelligence, and more
- Time-saving features and functionality for new account opening, investment research and comparison, automated notifications, and the highly-anticipated Orion Compare experience

Portfolio Recipes, Live! Exclusive Construction with Orion’s Investment Team

Step into the live “kitchen” of portfolio creation with Orion’s Chief Investment Strategist and Portfolio Master “Chef” Rusty Vanneman, CFA, CMT, BFA. In this interactive session, Rusty will team up with top investment strategists to craft dynamic portfolio “recipes” tailored to help your clients achieve their financial goals. Whether you’re looking to fine-tune your approach or discover new investment combinations, this session is a must for those hungry to optimize their client portfolios.

Manage Risk With Multi-Manager Implementation

In the complex world of investments, risk management is crucial — especially when navigating the challenges of active management. This session delves into the benefits of a multi-manager approach, offering a roadmap to harnessing the potential of skilled active managers while mitigating associated risks. Explore strategies to construct portfolios that balance risk across diverse managers, reducing volatility and helping investors stay committed to their long-term goals. Learn how this behaviorally-oriented approach can enhance returns and create a smoother investment experience.

Winning Routines: Daily Habits of Successful Investment Producers

What sets the industry’s leading investment firms apart? It’s not just strategy, and definitely not luck — it’s the daily habits and routines that drive consistent success. Join this panel of top advisors as they reveal the behind-the-scenes practices that keep their businesses at the forefront. From disciplined decision-making to client engagement techniques, learn the actionable habits you can adopt to elevate your own performance and achieve lasting success.

Advisor Meetup: OPS and Brinker Advisors

Join fellow advisors from Orion Portfolio Solutions (OPS) and Brinker Capital for a dedicated roundtable session designed to foster collaboration and share key insights. This meetup is your opportunity to connect with peers who understand the unique challenges and opportunities you share. Exchange ideas, discuss strategies, and build valuable relationships that can help you enhance your practice and better serve your clients.

The Investment Spectrum: Insights from Leading Managers

Dive into a dynamic panel discussion where top authorities from across the investment landscape — covering fixed income, bonds, alternative investments, and international markets — share their perspectives on today’s most pressing market trends. Explore how each strategy plays a role in portfolio construction, learn about the challenges and opportunities in each asset class, and discover how to leverage these insights to optimize your clients’ portfolios. Whether you’re looking to deepen your understanding of one asset class or gain a comprehensive view, this session offers a unique opportunity to hear from the best in the business.

Orion’s Wealth Management Roadmap: Innovation and Interactive Feedback

Join our Wealth Management leadership team for an engaging, interactive session where we’ll unveil the future of Orion’s wealth management tools, technology, and comprehensive solutions, tailored specifically for Orion Portfolio Solutions and Brinker Capital clients.

In this in-depth session, you’ll get a clear look at Orion’s strategic roadmap, from newly launched tools to upcoming product enhancements. But this isn’t just a presentation — it’s an opportunity to provide your insights and feedback directly to Orion’s leadership. Your perspective is vital in helping us refine our offerings to meet your needs and ensure we’re delivering the tools you need to enhance client relationships, streamline operations, and drive growth.

Whether it’s new features in the Advisor Portal, upcoming wealth management innovations, or key solutions that will empower your business, you’ll not only learn what’s next but also have a voice in shaping those solutions. Come ready to participate, share your perspective, and be part of Orion’s evolution.

Passing the Torch: Effective Techniques for Generational Wealth Transfer

As advisors, one of the most critical roles you play is helping clients navigate the complexities of transferring wealth across generations. In this session, we’ll explore creative strategies and practical techniques to ensure a smooth and effective generational wealth transfer.

Topics will include:

- **Estate Planning Essentials:** Key components and best practices for creating robust estate plans.
- **Tax-Efficient Transfers:** Methods to minimize tax liabilities during wealth transfers.
- **Trusts and Gifting:** Leveraging trusts and gifts to protect and manage assets.
- **Family Governance:** Establishing governance structures to maintain family harmony and financial stability.
- **Communication Strategies:** Facilitating open and productive conversations about wealth between generations.
- **Case Studies:** Real-world examples of successful wealth transfer strategies.

Whether you’re new to the field or a seasoned professional, this session will provide actionable takeaways to enhance your advisory practice.

Tips and Tricks for Attracting More HNW Business

High-net-worth clients are not too dissimilar from every other client segment; they have concerns, hopes, dreams, and needs around their wealth. The thing is, they also have much clearer ideas of how they want to achieve their aspirations. HNW clients want their money to make an impact, and they want to have a deep, personal relationship with the people they entrust to help make it happen. Dive into some of the most effective strategies you can use to bring in HNW clients and serve them in ways they are looking for: by helping them attain their goals in meaningful and impactful ways.

The Future of Regulation: SEC's 2025 Focus and Post-Election Impact

As we kick-off 2025, the regulatory landscape for financial advisors is set to undergo significant changes. Don't miss this in-depth exploration of the Securities and Exchange Commission's (SEC) anticipated priorities and regulatory shifts following the recent elections. Join us for a comprehensive analysis of the SEC's evolving agenda and the implications for your practice.

We will delve into:

- **Upcoming SEC Priorities:** Understand the key regulatory areas that the SEC is expected to focus on in 2025, including emerging trends, enforcement priorities, and policy shifts.
- **Post-Election Regulatory Landscape:** Gain insights into how the election results could influence regulatory changes, including potential alterations in leadership, policy direction, and legislative support.
- **Strategic Implications for Advisors:** Learn how these developments may impact your business operations, compliance strategies, and client interactions.
- **Preparation and Adaptation:** Discover actionable strategies for staying ahead of regulatory changes and effectively navigating the evolving regulatory environment.

This session is essential for advisors looking to stay informed and strategically prepare for the regulatory changes on the horizon. Equip yourself with the knowledge and tools needed to thrive in a shifting landscape and ensure your practice remains compliant and competitive.

Challenging the Status Quo: Helping Clients Embrace Change

As advisors, guiding clients towards financial success often requires challenging their existing habits and comfort zones.

Join us to explore effective strategies to encourage clients to break free from familiar routines and embrace new financial opportunities, including:

- **Understanding Comfort Zones:** Explore the psychological and behavioral aspects that keep clients entrenched in familiar financial habits and investment strategies.
- **Challenges of Complacency:** Discuss the risks associated with maintaining status quo and the potential missed opportunities for growth and diversification.
- **Effective Communication Strategies:** Learn how to communicate with empathy and clarity to gently nudge clients towards considering alternative financial strategies and investments.
- **Case Studies and Success Stories:** Hear real-world examples of advisors successfully guiding clients out of their comfort zones, resulting in improved financial outcomes and enhanced client satisfaction.

Life After Death: Building Trust with Beneficiaries

We've all heard the statistics: over 70%* of widows leave their advisors after their spouses dies. The fact is, many advisors simply overlook the need to connect, communicate, and build strong relationships with spouses and dependents of clients. By the time tragedy strikes, it's already too late to stare. In this session, learn impactful strategies you can implement to be a genuine, positive presence for those beneficiaries who are going through the most upheaving, turbulent time in their lives.

*Source: Financial Challenges Hit Haarder for Widowed Women, Thrivent, 2024.

Explaining The Economy in Terms Clients Can Understand

Many of our clients — even those who are well-educated, well-read, and quite successful — likely don't fully understand how the U.S. economy works, what underpins it, how big it is and what moves it forward or holds it back. The problem? It can often make it difficult to connect when you're trying to engage with them about where we are in the economic cycle and what that might mean for their investment portfolios. This actionable breakout session will provide context, perspective, and a ready-to-use vocabulary that will help you demystify those terms your clients often find mystifying — GDP, Fiscal Policy, Monetary Policy, Productivity, Inflation — and empower you to have better conversations that lead to better outcomes.

GET GUIDANCE

Personalized Consultations

Take advantage of our consultation appointments to receive personalized guidance. Meet one-on-one with Orion subject matter authorities to get tailored advice and insights that address your unique challenges and opportunities.

Ascent 2025 is your chance to sharpen your skills, stay ahead of key industry shifts, and connect and learn from your peers. Don't miss this opportunity to expand your knowledge and spur growth for your business.

Register Today

About Orion

Orion is a premier provider of the tech-enabled fiduciary process that transforms the advisor-client relationship by enabling financial advisors to Prospect, Plan, Invest, and Achieve within a single, connected, technology-driven experience. Combined, our brand entities, Orion Advisor Tech, Orion Portfolio Solutions, Brinker Capital Investments, Redtail Technology, and Orion OCIO create a complete offering that empowers firms to attract new clients seamlessly, connect goals more meaningfully to investment strategies and outcomes, and ultimately track progress toward each investor's unique definition of financial success. Orion services $4.4 trillion in assets under administration and $69.4 billion of wealth management platform assets (as of June 30, 2024) and supports over six million technology accounts and thousands of independent advisory firms. Today, 17 out of the Top 20 Barron's RIA firms[1] rely on Orion's technology to power their businesses and win for investors.

Don't Work With Us Yet?
Let's Change That.

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Visit Us Online

1 Source: 2024 Top 100 RIA Firms, Barron's, 2024

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