Prospect Research Brief — Client Onboarding & Financial-Planning Document Automation for U.S. RIAs and Independent Agencies

CLIENT SCENARIO

The client sells client onboarding and financial-planning document automation software for advisory firms. It automates new-client paperwork (account forms, risk questionnaires, advisory agreements), financial-plan/report assembly, and compliance-document generation (ADV-adjacent disclosures and suitability documentation). Target: small-to-mid-size U.S. RIAs, independent financial advisors, and independent insurance/financial agencies (roughly 1–50 advisors or agents). This list identifies eight real firms ranked by how concretely their documented services, planning workflow, offices, and client-service model map to repeatable document volume.

PREPARED

2026-08-08

VERIFICATION

Every prospect verified against its own website, 2026-08-08.

Executive summary

This list contains 8 verified businesses ranked by fit for the stated product scenario. Each entry combines published business evidence, a practical rationale, and a direct source so a sales team can prioritize thoughtful, relevant outreach.

What you receive

- Start with the three prospects in the executive summary and use the fit rationale to personalize outreach.
- Use the at-a-glance and quick-reference tables to triage the list and choose the best published contact route.
- Open the source links in each detail card before making claims or changing the outreach angle.

At-a-glance ranked table

#	Business	Location	Size	Fit	Why this prospect
1	**Abacus Wealth Partners**	Los Angeles, CA; Oakland, CA; multiple California offices	Not published (the site publishes a substantial advisor/ team roster).	Strong	A planning-led RIA produces the exact recurring artifacts in the scenario: discovery/risk information, written financial plans, investment-policy and advisory paperwork, and ongoing client reports. Multiple offices and a large public team create a meaningful standardized-workflow surface; the firm also operates a substantial educational/content program, an adoption signal for structured client processes.
2	**Modera Wealth Management**	Westwood, NJ; multiple offices in NJ, NY, MA, FL and VA	Not published.	Strong	The site's dedicated Financial Planning solution, fiduciary positioning, and multi-office footprint indicate repeated plan construction, client data gathering, investment documentation, and periodic reporting across teams. Its family-office and tax-planning work adds document complexity beyond simple portfolio management, making automated assembly and review especially relevant.
3	**Brighton Jones**	Seattle, WA; offices in Washington, Colorado, and other U.S. markets	Not published.	Strong	The firm's own service architecture spans several planning and advisory workstreams, so one new household can generate coordinated planning deliverables, tax-advisory inputs, investment paperwork, and recurring reports. A multi-market Personal-CFO model increases the need for consistent templates, permissions, review, and client-ready document generation.
4	**Goelzer Investment Management**	Indianapolis, IN	Not published.	Good	The site explicitly describes both wealth advisory and Private Office services. High-net-worth onboarding commonly requires coordinated account forms, risk/goal discovery, IPS/advisory agreements, planning analyses, and polished reporting; the private-office model expands the number of document types per relationship. A contact-form-enabled advisory firm is a practical software prospect.
5	**True North Financial Partners**	Appleton, WI	Not published; site identifies process-oriented advisors and RICP-designated professionals.	Good	Retirement planning requires structured cash-flow, income, risk, Social Security, and investment inputs, then recurring plan/report updates. The firm's own emphasis on a process-oriented advisory team and retirement specialization makes it a strong small-RIA fit for standardized questionnaires, plan assembly, suitability records, and review-meeting packets.
6	**Leavitt Group**	Cedar City, UT / nationwide independent-agency network	Multi-location/ group platform; agent count not published.	Good	Agencies repeatedly collect exposure schedules, applications, renewal data, claims histories, coverage comparisons, and policy documents. Leavitt's group structure adds cross-office consistency and repeated commercial/personal-lines workflows—the same standardized intake and document-generation opportunity as advisory onboarding.
7	**INSURICA**	Oklahoma City, OK; multi-state offices Situati	Not published.	Situational	Specialized programs imply repeatable industry questionnaires, risk submissions, coverage proposals, certificates, and renewals. Multi-office brokerage operations benefit from centralized templates, intake validation, and

#	Business	Location	Size	Fit	Why this prospect
		onal			compliance review.
8	**Buckingham Strategic Partners**	St. Louis, MO; multi-office RIA Situational	Not published.	Situational	Its fiduciary, planning-led model creates recurring discovery, risk, advisory-agreement, plan-assembly, and review-report workflows. A multi-office RIA is a strong standardization target for client onboarding and compliance-document generation.

Prospect detail

01 Abacus Wealth Partners

Strong fit

Location Los Angeles, CA; Oakland, CA; multiple California offices · **Size** Not published (the site publishes a substantial advisor/team roster).

What they do

Fee-only financial planning and wealth management, including comprehensive planning, investment management, and values-based planning.

Why this prospect

A planning-led RIA produces the exact recurring artifacts in the scenario: discovery/risk information, written financial plans, investment-policy and advisory paperwork, and ongoing client reports. Multiple offices and a large public team create a meaningful standardized-workflow surface; the firm also operates a substantial educational/content program, an adoption signal for structured client processes.

Named decision-maker

Neela Hummel — CEO

https://abacuswealth.com/team/

Contact

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Sources

https://abacuswealth.com/

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02 Modera Wealth Management

Strong fit

Location Westwood, NJ; multiple offices in NJ, NY, MA, FL and VA · **Size** Not published.

What they do

Fee-only wealth management, financial planning, investment management, tax-aware planning, and family-office services.

Why this prospect

The site's dedicated Financial Planning solution, fiduciary positioning, and multi-office footprint indicate repeated plan construction, client data gathering, investment documentation, and periodic reporting across teams. Its family-office and tax-planning work adds document complexity beyond simple portfolio management, making automated assembly and review especially relevant.

Named decision-maker

Joe McCuine — President & Principal

https://moderawealth.com/people/

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Sources

https://moderawealth.com/

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03 Brighton Jones

Strong fit

Location Seattle, WA; offices in Washington, Colorado, and other U.S. markets · **Size** Not published.

What they do

Wealth management and "Personal CFO" services spanning financial planning, investment management, tax advisory, family-office services, and retirement-plan advisory.

Why this prospect

The firm's own service architecture spans several planning and advisory workstreams, so one new household can generate coordinated planning deliverables, tax-advisory inputs, investment paperwork, and recurring reports. A multi-market Personal-CFO model increases the need for consistent templates, permissions, review, and client-ready document generation.

Named decision-maker

Jon Jones — CEO and Co-Founder

https://www.brightonjones.com/team/

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Sources

https://www.brightonjones.com/

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04 Goelzer Investment Management

Good fit

Location Indianapolis, IN · **Size** Not published.

What they do

Investment advisory and wealth-management services for high-net-worth private clients and institutions, including wealth advisory and a private-office offering.

Why this prospect

The site explicitly describes both wealth advisory and Private Office services. High-net-worth onboarding commonly requires coordinated account forms, risk/goal discovery, IPS/advisory agreements, planning analyses, and polished reporting; the private-office model expands the number of document types per relationship. A contact-form-enabled advisory firm is a practical software prospect.

Named decision-maker

Gregory W. Goelzer — Chief Executive Officer | Principal

https://goelzerinc.com/our-team/

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Sources

https://goelzerinc.com/

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05 True North Financial Partners

Good fit

Location Appleton, WI · **Size** Not published; site identifies process-oriented advisors and RICP-designated professionals.

What they do
Retirement-focused financial planning and investment services for clients approaching and living in retirement.

Why this prospect
Retirement planning requires structured cash-flow, income, risk, Social Security, and investment inputs, then recurring plan/report updates. The firm's own emphasis on a process-oriented advisory team and retirement specialization makes it a strong small-RIA fit for standardized questionnaires, plan assembly, suitability records, and review-meeting packets.

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Sources
https://truenorthfinancialpartners.com/

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06 Leavitt Group

Good fit

Location Cedar City, UT / nationwide independent-agency network · **Size** Multi-location/group platform; agent count not published.

What they do
Independent insurance agency network and brokerage services, including business and personal insurance solutions.

Why this prospect
Agencies repeatedly collect exposure schedules, applications, renewal data, claims histories, coverage comparisons, and policy documents. Leavitt's group structure adds cross-office consistency and repeated commercial/personal-lines workflows—the same standardized intake and document-generation opportunity as advisory onboarding.

Named decision-maker
Eric O. Leavitt — CEO

https://www.leavitt.com/

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Sources
https://www.leavitt.com/

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07 INSURICA

Situational fit

Location Oklahoma City, OK; multi-state offices Situational · **Size** Not published.

What they do
Independent insurance brokerage and specialized insurance programs for commercial and personal clients.

Why this prospect
Specialized programs imply repeatable industry questionnaires, risk submissions, coverage proposals, certificates, and renewals. Multi-office brokerage operations benefit from centralized templates, intake validation, and compliance review.

Named decision-maker
Mike Ross — Chairman & CEO

https://www.insurica.com/our-team/

Contact

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Sources

https://insurica.com/

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08 Buckingham Strategic Partners

Situational fit

Location St. Louis, MO; multi-office RIA Situational · **Size** Not published.

What they do

Fiduciary wealth management, financial planning, investment management, and tax-aware planning.

Why this prospect

Its fiduciary, planning-led model creates recurring discovery, risk, advisory-agreement, plan-assembly, and review-report workflows. A multi-office RIA is a strong standardization target for client onboarding and compliance-document generation.

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Sources

https://www.buckinghamstrategicpartners.com/

Contact quick-reference

#	Business	Published contact route
1	Abacus Wealth Partners	Neela Hummel — CEO https://abacuswealth.com/team/ Contact route — verified via https://abacuswealth.com/ — Website https://abacuswealth.com/ · Contact page: https://abacuswealth.com/contact/ · Phone: (888) 422-2287. Email — not published Phone — verified via https://abacuswealth.com/ — (888) 422-2287 LinkedIn — not published
2	Modera Wealth Management	Joe McCuine — President & Principal https://moderawealth.com/people/ Contact route — verified via https://moderawealth.com/ — Website https://moderawealth.com/ · Get in touch: https://moderawealth.com/get-in-touch/. Email — not published Phone — not published LinkedIn — not published
3	Brighton Jones	Jon Jones — CEO and Co-Founder https://www.brightonjones.com/team/ Contact route — verified via https://www.brightonjones.com/ — Website https://www.brightonjones.com/ · Contact page: https://www.brightonjones.com/contact/. Email — not published Phone — not published LinkedIn — not published
4	Goelzer Investment Management	Gregory W. Goelzer — Chief Executive Officer | Principal https://goelzerinc.com/our-team/ Contact route — verified via https://goelzerinc.com/ — Website https://goelzerinc.com/ · Contact page: https://goelzerinc.com/contact/ · Phone: +1-317-264-2600. Email — not published Phone — verified via https://goelzerinc.com/ — +1-317-264-2600 LinkedIn — not published
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6	Leavitt Group	Eric O. Leavitt — CEO https://www.leavitt.com/ Contact route — verified via https://www.leavitt.com/ — Website https://www.leavitt.com/ · Contact page: https://www.leavitt.com/contact/. Email — not published Phone — not published LinkedIn — not published
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#	Business	Published contact route
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