

# Fulton Bank

## Client Story



# Fulton Bank

## Quick Look

FOUNDED:  
1882

HEADQUARTERS:  
Lancaster, PA

AUM:  
\$11 billion

CEO:  
Dave Hanson,  
Fulton Private Bank

SERVICES:

Brokerage, wealth management,  
retirement services, corporate trusts

CLIENT PORTAL:

Wealth Access

PRIMARY CUSTODIAN:

Raymond James

TRUST ACCOUNTING:

FIS TrustDesk

PERFORMANCE REPORTING:

InvestEdge

FINANCIAL PLANNING:

MoneyGuidePro

CRM:

Salesforce

A few years ago, one of the biggest clients of Fulton Bank's advising arm, Fulton Financial Advisors, was at a crossroads. He sat down with Sal Marone, FFA's Chief Administrative Officer, and laid out his situation in no uncertain terms.

"He looked me in the eyes and said, 'Listen, I have equal assets with your organization and another institution. I love you guys and I would love for you to have all of it, but you're way behind on this digital curve and it's not helpful to me. Either you solve this or I'm gone.'"

Marone knew exactly what the client was talking about. For starters, they didn't even have a mobile application, which was quickly becoming a must-have for advisors nationwide at the time. On top of that, they had no way of consolidating the client's entire financial balance sheet effectively.

“Wealth Access has become indispensable to the Fulton client experience. It allows us to give a high touch, highly personal feel for the information clients find most valuable.”

Unbeknownst to the client, Marone’s team had recently discovered a tool that would allow them to solve both of those challenges and more.

“When we were first introduced to Wealth Access, it was really fantastic for us because it allowed us to take our own data from what our clients were already using and sync that directly into a custom-labeled mobile app,” Marone said.

That client would be one of the first that Fulton put on Wealth Access.

“We were a little nervous about it,” Marone said. “It’s a very robust program and we weren’t sure about just throwing him into it.”

Luckily, the client was eager to take the new technology for a test ride.

“He jumped in with both feet and learned it all on his own before we even got to walk him through it, so he knew all about it by the time he came in to see us and he was he was flabbergasted by how much he could see and do,” Marone said.

Since partnering with Wealth Access in 2018, the team at Fulton has been able to bring data to life for clients and prospects alike in a way they were unable to do before.

“The immediacy of the data that Wealth Access brings to the table is really critical,” Marone said.

“Now the conversation isn’t about where the assets are, but where they’re heading.”

When Fulton added Wealth Access to their platform, they took a slow approach with their advisors to make sure it was adopted correctly, and that it was the right move for their team.

They began by identifying the top third of their advisors who had expressed interest in focusing more on planning.

“They were easy to bring into the Wealth Access fold and show them the value,” Marone said. “They got it right away.”

Over the course of the next nine months, all 30+ advisors at Fulton began using Wealth Access a handful at a time. Some figured it was a new tool to consolidate customer data from external sources—something Fulton already had on their bank website.

“We had a lot of conversations within our corporation about the difference between the two tools,” Marone said. “One we can help clients with because we can share that information and give them real time feedback on what they’re doing (Wealth Access), and the other is literally just aggregating data.”

Marone believes that Wealth Access is key to providing personalized advice to a high number of clients.

With all the information available today comes confusion. Our job as advisors is to act as a translator to find the right information and present it to clients in a way that allows them to achieve their goals. Wealth Access allows us to distill that data and get to the heart of what the client wants.

**Sal Marone**

EVP, Chief Administrative Officer Fulton  
Financial Advisors Fulton Private Bank

“We probably have anywhere from 1,500 to 2,000 high-net-worth clients who could be on Wealth Access,” he said. “Because of how many advisors we have, we’re able to give one-on-one advice to these folks, whereas if they were part of the other aggregation platform, they wouldn’t be getting that.”

In short, Marone says, Wealth Access has become indispensable to the Fulton client experience.

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## Wealth Access Benefits



### Remarkable Insights.

With all your customer information together and organized, powerful stories can emerge. Uncover the kind of clear, consistent, and complete views that let you create the experiences your customers crave and your support staff needs to excel.



### Unified Customer Data.

The Wealth Access analytics engine rationalizes and enriches data to help you identify risks and opportunities so you can make right-timed decisions and overcome the systems and silos that hold you back.



### Hyper-Personalized Experiences.

Create friction-free, intuitive user journeys—for everyone. Wealth Access makes it easy to deliver a living balance sheet and frame a complete financial picture tailored to each person or company you serve.

Bring better insights to your firm.  
Schedule a demo to get started.

[wealthaccess.com](http://wealthaccess.com)  
[sales@wealthaccess.com](mailto:sales@wealthaccess.com)  
866.612.0324