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TD Ameritrade Institutional Launches Online Tool that Matches RIAs with M&A Opportunities, Successors and Next Gen Talent

New RIAConnect platform makes it easy -- and free -- for independent RIAs to explore potential deals and find top talent through a virtual community

JERSEY CITY, N.J., June 15, 2020 – To support independent registered investment advisors (“RIAs”) searching for a merger partner, a successor, or next-generation talent, [TD Ameritrade Institutional](#)¹ introduces [RIAConnect®](#), a new technology tool that makes it easier for independent advisory firms to make people connections that can help them pursue their strategic goals.

RIAConnect is designed to facilitate virtual introductions between potential acquirers and firms exploring a sale or a merger. It can aid firms looking to implement succession or contingency plans. Additionally, it connects firms that want to hire next-generation talent with graduates and career-changers looking to join an advisory firm.

RIAConnect provides all these services -- at no cost -- exclusively to clients of TD Ameritrade Institutional. Better yet, clients have seamless access to RIAConnect through [Veo One®](#), TD Ameritrade Institutional’s advanced custody and brokerage platform.

“Advisors are looking for a safe, secure, virtual community that can help them scale and pursue their strategic goals,” said Scott Collins, Managing Director of Sales Consulting at TD Ameritrade Institutional. “RIAConnect can help advisors find top talent and acquisitions that can fuel growth and better position their firms for the future. It’s not just about making deals: it’s about making connections that can lead to bigger and better things.”

A Next Generation Talent Solution

Meanwhile, the RIA industry faces a talent shortage as a wave of retirements is expected to outpace the numbers of young professionals joining RIA firms. Advisors tell TD Ameritrade that though they’re eager to add next generation talent, they don’t always know where to look. RIAConnect offers an effective way to search for high-performing talent by connecting firms with recent graduates and career changers.

Likewise, young professionals, career-changers and financial planning students now have a greater opportunity to connect with advisors and explore job opportunities. Though [RIAConnect® NextGen](#), RIAs can search for potential interns and full- or part-time employees, screening by years of work experience, professional designations, where they’re located, and their field of study. Advisors will be able to reach out and start the conversation directly through the RIAConnect platform.

“RIAConnect NextGen will foster a virtual community that can facilitate connections with the future leaders of the financial planning profession,” said Kate Healy, Managing Director of Generation Next at TD Ameritrade Institutional. “We can use technology to help our clients find and recruit top talent from our nation’s colleges and universities, increase diversity in the profession, and address succession planning – all of which is essential to helping RIAs compete and thrive for years to come.”

Making it Easier to Find a Match, Virtually

Several industry trends underscore the market's need for RIAConnect. Advisory firm M&A activity has been at all-time highs, surging 60 percent in 2019,² yet reliance on traditional one-on-one introductions can make it challenging to meet compatible people or firms. RIAConnect can facilitate connections between buyers and sellers, who can meet virtually to discuss strategic goals and explore combinations.

The RIAConnect online tool helps expand capacity to facilitate introductions, which in turn can enable more firms to connect and explore potential hires or transactions. RIAs would create profiles that include geographical location, investment philosophy, value proposition, their professional goals and objectives. The platform can then use these criteria to suggest firms that may be a good match.

Then it is up to advisors to reach out, using the anonymous and secure RIAConnect platform to message other advisors or next gen candidates directly. Advisors can reveal their identity when they choose.

To learn more about [RIAConnect](#), TD Ameritrade Institutional clients can call their Relationship Manager or go directly to Veo One. Other advisors can call us at (800) 934-6124.

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About TD Ameritrade Institutional

[TD Ameritrade Institutional](#) is a leading provider of comprehensive brokerage and custody services to more than 5,000 fee-based, independent registered investment advisors and their clients. Our advanced technology platform, coupled with personal support from our dedicated service teams, allows investment advisors to run their practices more efficiently and effectively while optimizing time with clients. TD Ameritrade Institutional is a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation.

About TD Ameritrade Holding Corporation

TD Ameritrade provides investing services and education to approximately 12 million client accounts totaling approximately \$1.2 trillion in assets, and custodial services to more than 7,000 registered investment advisors. We are a leader in U.S. retail trading, executing approximately 2 million daily average revenue trades per day for our clients, nearly one-third of which come from mobile devices. We have a proud history of innovation, dating back to our start in 1975, and today our team of nearly 10,000-strong is committed to carrying it forward. Together, we are leveraging the latest in cutting edge technologies and one-on-one client care to transform lives, and investing, for the better. Learn more by visiting TD Ameritrade's newsroom at www.amtd.com or read our stories at Fresh Accounts.

Brokerage services provided by TD Ameritrade, Inc., member FINRA / SIPC.

¹ TD Ameritrade Institutional is a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation.

² FA Insight Mergers & Acquisitions Activity: 2019 Year-End Update, www.fainsight.com

Source: TD Ameritrade Holding Corporation