

## Case Study

# Mapping Prosperity: How Asset-Map Transformed Ten Capital's Approach to Client Conversations

## EXECUTIVE SUMMARY

Explore how Dave Gordon of Ten Capital Wealth Management used Asset-Map to engage clients, connect with multi-generational family members, and streamline the sales cycle.

Dave Gordon, CFP®, has been in the wealth management industry for nearly 20 years, and although he spent a good deal of time in the independent broker-dealer world, he always had his eyes on the RIA space. That goal became a reality in 2019 when Gordon joined Ten Capital as their Director of Retirement Planning.

In 2023, Ten Capital surpassed one billion dollars in AUM, making them the largest independent RIA in the larger Spokane, Washington, area. As their book of clients and AUM continued to grow, the advisors ran into more complex estate planning cases, including a variety of clients' life insurance needs.

Both clients and advisors found the data collection and paperwork processes painstakingly slow, requiring a lot of back and forth that lengthened the sales cycle to frustrating levels.

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*“It was a dumpster fire,” Gordon admits. “We were sending out fillable PDFs and there was a fifty-fifty chance we would get the data back before the client came in for the first meeting.”*

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Gordon knew his team needed to create engaging, visual financial plans they could share with clients and prospects from the very beginning – without spending hours inputting data. In turn, he hoped to lower the costs of their services and make financial planning more accessible to both prospects and clients.

“I was looking for a cheaper, faster, and more efficient way to deliver value bombs,” he explains. “After doing hundreds and thousands of plans, you can just see clients' eyes gloss over, and so I was looking for a better way.”

While exploring the idea of mind mapping, Gordon happened upon Asset-Map, and instantly knew it would be a game-changer for Ten Capital's advisors and clients alike.

## UNLOCKING NEW CONVERSATIONS WITH ASSET-MAP

To hear Gordon describe that moment, it was like a switch flipping on: “I came across Asset-Map and thought ‘What am I doing? I just need to subscribe here.’”

Asset-Map provides a framework for the advisors at Ten Capital to standardize the way they present financial information in clean and clear client deliverables. The [Discovery Tool](#) allows them to gather key information about a prospect before they even meet, including:

- Basic household and financial information
- Financial assets
- Their goals for their finances

In addition, Gordon’s team began using Asset-Map to guide baseline conversations based on each particular client.



“Every single client that comes in – especially when it’s 401(k) planning or younger, pre-retirement folks – I create those conversations with a living and breathing checklist that we institute for all of our private wealth clients.”

That list includes the [six “L” questions](#) (Liquidity, Long-term disability, Loss of life, Long-term care, Longevity, and Legal liability) to help paint a big picture of the clients’ needs, challenges, and goals.

“I use the six L’s as a planning-lite solution so that anybody I come across at any stage of their life, these are conversation points and potential blind spots we want to address,” Gordon says.

Asset-Map has also proven useful for ongoing client engagement beyond those initial intake meetings. When Gordon checks in with a client months and even years later, he turns back to Asset-Map to visualize plan updates in real time, often using the [calculator tools available](#) to crunch the numbers on Roth conversions, Social Security strategies, and more.

“*We can explore what the client has, what they want, and what it means in a very palatable way.*”

Once Asset-Map was fully implemented at his firm, the value only compounded.

## CREATING CONNECTIONS FOR LONG-TERM SUCCESS

When advisors are looking toward the future (and the ongoing generational wealth transfer), it’s critical that they build connections with clients’ loved ones in order to retain business. For Gordon, that means bridging the gap between the “CFO spouse” and “non-CFO spouse,” who often have just as much, if not more influence over financial decisions.

“We always try to engage the non-CFO spouse, who is maybe less involved in the money side,” he says. “Asset-Map gives these highly productive, capable people a way to see on one page the wealth they might not even know they own.”

That also gives the CFO spouse peace of mind in knowing their loved one is cared for in the event that they pass away. Gordon’s team uses Asset-Map to extend those conversations to children as well.

“*We have a high net-worth client that’s a super tight family with four children and a family foundation,” he said. “And when they come in, we’ll cater dinner and then throw Asset-Map up on the screen to jumpstart conversations so both the parents and kids know what they’re doing financially. It’s an easy way to facilitate talks about taxes, charity, income, the estate, and the foundation, and to show how we can create that roadmap for them.*”

## The Power of Simplicity: When Less Allows More

Gordon knows that the tech tools used by his team are only valuable if the advisors and their clients understand and are comfortable with them.

“Simplicity is the ultimate sophistication. I’ve noticed that especially with more complex scenarios and higher net worth.”

Rather than handing clients a stack of spreadsheets, Ten Capital can now break down communication barriers through Asset-Map visuals. Since adding Asset-Map into their processes back in 2017, the firm has grown to over a billion in AUM.

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*“The days of 80-page plans just need to go away,” he says. “You can be the smartest person in the room, but if you can’t connect it to a client they’re not going to take your advice. If they can’t understand you, they probably don’t fully trust you.”*

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Dave started his career in wealth management in 2006 at a large national firm before joining Ten Capital in 2019 as their Director of Retirement Planning. He earned his Chartered Retirement Planning Designation in 2015 and his Certified Financial Planning™ designation in 2021.

Currently, he is working toward his Master’s in Financial Planning and teaches retirement planning at a local college (where he’s instituted Asset-Map!).

[Learn more about Dave Gordon and Ten Capital](#)



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