

THE RIA RECRUITING PLAYBOOK

How a Leading Independent Broker-Dealer Uses AdvizorPro to Recruit Top-Producing Advisors

A step-by-step guide to data-driven advisor recruiting

50%+

Increase in Pipeline Activity

20 min → 2 min

Time Saved Finding Contact Info

2 Opportunities

Added to Pipeline in 1 week

About the Company

This playbook profiles a fast-growing independent broker-dealer (IBD) headquartered in the United States. The firm ranks among the top 20 largest IBDs by revenue and has been recognized as one of the fastest-growing privately held companies in its region. With hundreds of affiliated financial advisors nationwide, the firm operates as both a broker-dealer and a Registered Investment Advisor (RIA), giving it a unique vantage point into the advisor landscape it recruits from.

The firm's recruiting strategy is built on a deliberate premise: quality over quantity. Rather than casting a wide net, their recruiting team targets high-producing advisors with strong tenure, clean compliance records, and proven books of business.

The Challenge: Finding Quality Advisors at Scale

Recruiting high-producing advisors is not a volume game, it's a precision game. The firm's recruiting team covers the entire country as internal recruiters, which means they need to efficiently identify, research, qualify, and contact advisors across hundreds of broker-dealers without drowning in manual research.

Before AdvizorPro, the team faced three recurring problems:

- Static, ordered lists that required purchasing separate datasets for each broker-dealer and were quickly out of date.

- Slow, manual research, finding a single advisor's phone number could take 15 to 20 minutes when it wasn't publicly listed.
- No easy way to see advisor movement, compliance history, or team size without jumping between multiple tools and databases.

"My old database would take me about 15-20 minutes to find the phone number if it wasn't listed. With AdvizorPro, I can find it within minutes."

The Solution: A Recruiting Intelligence Platform Built for Speed

The firm adopted AdvizorPro as their central advisor intelligence platform, replacing a fragmented mix of purchased lists and manual research. The impact was immediate across three areas: targeting, qualification, and outreach efficiency.

The Recruiting Playbook: Step-by-Step

Here is exactly how this firm's recruiting team uses AdvizorPro data to run a disciplined, high-quality outreach motion from start to finish.

STEP

1

Define the Ideal Advisor Profile

The team starts by filtering AdvizorPro's database for advisors who match their ideal recruit: 15+ years of industry tenure, AUM, and a team size that signals a real, operating practice. Advisors with excessive broker-dealer changes or significant compliance disclosures are immediately filtered out, no manual broker check required at this stage.

STEP

2

Monitor Weekly Advisor Movement

Every Friday, the recruiter reviews advisor movement data in AdvizorPro, tracking which advisors have recently changed broker-dealers, particularly those moving toward the RIA space or away from wirehouses. Advisor movement is one of the strongest buying signals in recruiting: an advisor in transition is an advisor open to a conversation.

STEP

3

Build a Targeted Call List by State or Region

Because the recruiter covers the entire country, AdvizorPro's geographic filtering is critical. When planning outreach to a specific state, say Kentucky on a given Tuesday, the team can instantly pull every broker-dealer in that region filtered by their ideal advisor criteria. No list ordering, no waiting. The list is live, interactive, and ready to work.

STEP

4

Qualify Before Calling

Before picking up the phone, the recruiter uses AdvizorPro's built-in compliance data and firmographic profile to pre-qualify each lead. Advisors with eight or more disclosures are

skipped. Advisors who have cycled through 20 broker-dealers are filtered out. Only advisors with clean records, strong tenure, and the right team structure make the call list, saving hours of post-call disappointment.

**STEP
5****Find Contact Information Quickly**

AdvizorPro surfaces direct contact information, phone numbers and email addresses, that would otherwise require 15 to 20 minutes of manual searching per advisor. If a direct number isn't on file, the recruiter can look up other advisors in the same group to find a point of contact. What used to take 20 minutes now takes under 2.

**STEP
6****Personalize the Outreach**

Cold calls are followed up with personalized emails. The recruiter uses the advisor's AdvizorPro profile as a starting point, tenure, practice type, and team structure, then visits the advisor's website or BrokerCheck page to layer in personal details. If an advisor specializes in annuities or advisory accounts, that's highlighted in the email. No cookie-cutter templates.

**STEP
7****Log Notes and Tasks Directly in AdvizorPro**

Rather than maintaining a separate spreadsheet, the recruiter logs call notes, follow-up tasks, and status updates directly within AdvizorPro's platform. At the end of each day, they pull up their cold call leads, review notes, and set follow-up tasks, keeping the entire recruiting pipeline organized without a single additional tool.

"AdvizorPro has really picked up my activity by 50% at least. You don't have to spend time searching for advisors. It's all there."

The Results

While the firm's recruiting team is still in the early stages of measuring long-term conversion metrics, the operational impact of AdvizorPro has been clear and immediate.

- 50%+ increase in prospecting activity, driven entirely by time saved on research.
- Contact lookup time dropped from 15–20 minutes per advisor to under 2 minutes.
- Added 2 active opportunities to the pipeline in one week, one advisor from a major national IBD completing a pre-hire application, and one awaiting an offer.
- The recruiting team no longer relies on spreadsheets, static lists, or separate compliance databases. AdvizorPro serves as the single source of truth.

"Less time on paperwork, more time on revenue-building activities. That's how AdvizorPro will help us grow."

Key Tactics Any Recruiting Team Can Replicate

Whether you're an independent broker-dealer, a large RIA looking to grow through recruiting, or a third-party recruiting firm, here are the AdvizorPro-powered tactics that drive results for this team:

- Use tenure filtering to focus exclusively on experienced advisors. 15+ years is the threshold that filters out most unqualified leads before you ever pick up the phone.
- Check advisor movement every week. Friday movement reviews create a standing pipeline of warm prospects who are already signaling openness to change.
- Filter by compliance disclosures before outreach. Advisors with excessive disclosures rarely convert, filtering them out early saves hours per week.
- Use AdvizorPro as your CRM, not just a list tool. Built-in notes and task management eliminate the need for a separate spreadsheet.
- Layer in personalization from the advisor's website. AdvizorPro gives you the profile; their bio and website give you the hook.

About AdvizorPro

AdvizorPro is the advisor intelligence platform built for broker-dealers, asset managers, wealthtechs, and distribution teams that need to identify, prioritize, and engage financial advisors at scale. With verified firmographic data, advanced segmentation, movement tracking, compliance intelligence, and native CRM integrations, AdvizorPro powers the go-to-market and recruiting strategies of leading firms across the wealth management ecosystem.

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