

Understanding the needs and goals of our clients

Tarun Birani, Founder and CEO at TBNG Capital Advisors describes how the organisation acts as personal CFOs for their clients.



TARUN BIRANI
TNBG Capital Advisors

THE WEALTH MANAGEMENT INDUSTRY is witnessing the rise of independent investment advisors, which is being actively encouraged by regulators. “The big problem is conflict of interest and mis-selling, and this is why clients are looking for independent advisory services, and that’s where we feel our value proposition lies”, says Tarun Birani, Founder and CEO of TBNG Capital Advisors.

Birani believes that no two clients are the same and they spend a great deal of time studying the needs of each client. If expectations are set correctly at the outset, strong and lasting relationships can be established. Relationship managers at TBNG engage clients “based on risk profile, current requirements, goals, age etc and ensure they go through a very structured exercise”

Birani speaks to the broader issue of neglecting the purpose-finding investment exercise while focusing too much on investment performance. “Indian households would have about 3-5% of their wealth invested in equities or high-risk assets but they spend a lot of time reviewing them on a regular basis, rather than that if they focus more on optimal asset allocation, that’s where the wealth creation will take place.”

TBNG targets the busy-professional client segment of the market. These tend to be clients who need a “personal CFO”, and Birani feels that being a smaller firm enables them to build a longer-term relationship. No mis-selling to clients and no target driven incentives to RMs ensures a smooth client experience which helps prolong the relationship. ■