

# Sequoia Financial Group's Approach to Technology: Enhancing the Client Experience While Keeping Assets Safe

TREVOR CHUNA, CFP®, AEP®, CTFA, MSFS, CHIEF  
TECHNOLOGY OFFICER

CHRIS BENTLEY, PMP®, SENIOR DIRECTOR, DIGITAL  
SKILLS SUPPORT

SEQUOIA FINANCIAL GROUP

# ENHANCING THE CLIENT EXPERIENCE WHILE KEEPING ASSETS SAFE

## Built For You.

As the tagline states, Sequoia Financial Group has dedicated the last three decades to building a comprehensive suite of wealth management services that is singularly focused on delivering clients exactly the services they need to achieve their specific goals today and for generations to come. That client-centric commitment is also core to Sequoia's approach to technology.

Technology today is ubiquitous, and that, of course, includes within wealth management. There is a myriad of ways technology is embedded into the operations of most wealth management firms: reporting, trading, client portals, cyber security; the list seems endless. It is precisely because of the rapid proliferation of technology tools that Sequoia Financial Group takes a very thoughtful and purposeful approach to integrating technology to ensure it continues to provide clients with the best possible experience.

We recently sat down with [Trevor Chuna](#), CFP®, AEP®, CTFA, MSFS, Chief Technology Officer at Sequoia Financial Group, and [Chris Bentley](#), PMP®, Senior Director, Digital Skills Support at Sequoia Financial Group, to further explore how Sequoia leverages technology for the benefit of clients.

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**Trevor and Chris, please tell us more about Sequoia's approach to technology and how you leverage it to benefit your clients.**

At Sequoia Financial Group, we prioritize innovative technology to drive client success. Our approach involves integrating cutting-edge solutions tailored to meet specific client needs. Essentially, we leverage technology to power personalization, delivering results with a bespoke, intuitive, and well-supported technology platform purpose-built to empower our team.

We also use technology that combines data and integration with workflow automation to help handle the heavy lifting for our team members and reduce client-service friction while driving better decision-making. We are diligent about using data that powers outcomes, focusing our efforts on data capture, access, and analytics to support client personalization.

We are always exploring emerging technologies to stay ahead of industry trends and ensure our clients benefit from the latest advancements. This approach allows our advisors to leverage scalable, secure, and effective solutions that support our clients' ability to achieve their financial goals.

**We've all read about how artificial intelligence (AI) is changing and will continue to change virtually every aspect of our lives. How is Sequoia leveraging AI, and how do you see it impacting clients going forward?**

We use the power of AI to drive innovation and deliver exceptional value to our clients. We take advantage of AI to reduce the amount of time spent on menial but necessary tasks so our advisors and team members can spend more time doing elevated thinking about our clients' wealth planning needs and provide tailored strategies to meet their goals. Tasks like capturing meeting notes and determining action items can be done with a sophisticated AI note-taking tool.

Additionally, we use AI to pour over multiple statements or financial documents to capture the next-best actions, which are then provided to advisors to determine a tailored approach with their clients. As you can see, AI does not replace the role of our advisors but rather enhances their interactions with our clients.

**Cybersecurity threats seem to be everywhere. How does Sequoia stay on top of those threats and protect clients from them?**

We prioritize cybersecurity to safeguard our clients. By leveraging purpose-built technology, reducing friction, and using data as an asset, through dedicated cybersecurity solutions, we can identify and mitigate potential risks in real-time.

We conduct regular and ongoing training and tests with our team members to keep them abreast of the latest threats from bad actors (hackers) so they know what to look for. Our team members are the first line of defense against cybercriminals. Protecting our clients' assets and privacy is our top priority.

**As Sequoia has grown, how do you use technology to scale your services while still providing highly personalized services to individual clients?**

By integrating the latest tech, we can efficiently manage and analyze large volumes of data, allowing us to tailor our solutions to individual client needs. We can provide scalable yet highly personalized services that our clients have grown to love.



Plus, the time we save analyzing data gives us time to provide a more robust level of service to our clients. Again, it's the healthy balance of tech infused into a highly personalized client experience.

### **How do you balance innovation with risk when it comes to technology?**

While we continuously explore and integrate emerging technologies to stay ahead of industry trends, we're also implementing robust risk management practices specifically related to security, business, and service risks. Our tech team continually conducts assessments to identify potential risks and develop mitigation strategies.

By leveraging analytics, we can predict and address issues before they become critical. This proactive approach ensures that we can innovate effectively without compromising security or stability, ultimately providing our clients with solutions that are both safe and reliable.

### **What does the future hold? How do you see Sequoia evolving in its use of technology to benefit clients?**

We are committed to staying at the forefront of technological advancements and integrating cutting-edge solutions to enhance our service offerings. Our focus on purpose-built technology, reducing friction, and using data as an asset will allow us to provide deeper insights and more personalized experiences as we grow.

Additionally, we plan continued investment in advanced cybersecurity measures to continue protecting our clients' data and ensure their peace of mind.

Sequoia Financial Group aims to deliver exceptional value and help our clients achieve their goals in an ever-changing landscape by embracing emerging technologies and continuously innovating. That growth mindset requires us to constantly think of the future, learn how to harness the latest in the tech world, and apply that thinking to each of our clients' unique needs.

**Contact us** to learn more about Sequoia's approach to technology.

Disclosures:

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