



On April 11, NorthStar Financial Services Group, LLC, the parent company of Orion Advisor Services, FTJ FundChoice, LLC, CLS Investments, LLC and Constellation Trust Company, announced that it will be renamed Orion Advisor Solutions and unify its subsidiaries under the Orion brand identity. [Read the full press release here.](#)

## What's Changing?

- **NorthStar** will become Orion Advisor Solutions, and continue to serve as the parent company of all organizations
- **Orion Advisor Services** will become Orion Advisor Tech
- **FTJ FundChoice** will become Orion Portfolio Solutions
- **CLS Investments** and **Constellation Trust** will retain their names but pickup use of the Orion logomark
- The **Orion Enterprise** product offering, spanning services offered by Orion Advisor Tech, Orion Portfolio Solutions, and CLS Investments, will take on a refined visual identity, and be provided at the parent company level
- In addition, a new, cohesive brand identity — including logos, color palettes, iconography, and imagery — will be finalized in the next couple of weeks to connect our organizations visually

## Why are the companies coming together under one brand?

The decision to bring our companies together under one brand was made for a number of reasons, including the need to bring clarity to the experience offered by our expanding organization; streamline resources, and support our collective goals. More specifically, it will help our teams:

- **Better meet the needs of the advisors we serve.** As trends in the industry force shifts in the way financial professionals seek to run their businesses and deliver investment products and services to their clients, the most successful advisors and firms are those who look for and leverage connections between technologies and processes. Combining our separate offerings allows us to deliver a more robust and connected platform featuring best-in-class technology, investment flexibility, and a service model that delivers a responsive and consultative experience.
- **Simplify our offering to advisors and firms in the market.** Through synergy and collaboration, we've already combined the expertise of Orion Advisor Services, FTJ FundChoice, and CLS to develop a better comprehensive solution for those institutions seeking a single provider and platform for their portfolio accounting and investment management needs, Orion Enterprise. However, as we began to communicate how this packaged offering benefits firms, it became clear that making good on our promise of a more cohesive, single provider experience would require that our customers understand our organization to be just that: a cohesive single-provider. Aligning our companies under the Orion name and identity simplifies our offering in the market to align with that objective.
- **Bring clarity — and strength — to our growing organizations and product offerings.** While external forces were very strong drivers, there was also an internal force that led us to where we are today. As the demands on our team grow, our ability to share resources and relationships, and work more efficiently and collaboratively becomes paramount. Most importantly, as our connections deepen and our offerings become more complex, we realized that we are simply stronger together than we are apart.

## When will the changes take effect?

The rollout will happen in September of this year. More information on key project milestones will be communicated as work continues.



## Will the leadership structure change?

We've combined the leadership of Orion Advisor Tech, Orion Portfolio Solutions, and CLS Investments to create a newly appointed Orion Executive Team under the direction of Eric Clarke as CEO. In addition, the team includes:

- Dean Cook – President
- Ryan Beach – Chief Operating Officer
- Daniel Applegarth – Chief Financial Officer
- Julie Lane – Vice President of Human Resources
- Kylee Beach – General Counsel
- Kelly Waltrich – Chief Marketing Officer

Though this joint team will be tasked with supporting the overall shared mission of the brands, each company will also leverage its existing leadership team for direction and guidance of day-to-day operations. Eric will continue to serve as the CEO of Orion Advisor Tech, and Dean and Ryan will lead Orion Portfolio Solutions as CEO and President, respectively. Rusty Vanneman will lead as the of President of CLS Investments.

## Will the services offered by each company change?

The core capabilities of each organization will remain. However, unifying the companies under one brand cements our ability to connect and modernize our offerings even further and in the following ways:

- **For Orion Portfolio Solutions:** Since NorthStar's acquisition of FTJ FundChoice in April 2018, we've worked to realign our collective resources and unify FTJ FundChoice and CLS's TAMP offering in order to provide an enhanced platform, including a completely reimagined advisor portal; fully integrated access to Orion Advisor Tech's Eclipse trading platform; reimaged Proposal generation capabilities; streamlined billing; redesigned client statements and reporting options; more seamless access to CLS strategies and model-sharing; and simplified access to investment commentary and thought leadership content.
- **For CLS Investments:** CLS will be empowered to focus on its core competencies of providing both model and customized investment management, outsourced CIO (OCIO) capabilities, and investment thought leadership. CLS will also continue to manage portfolios with strategic, income, diversifier, and tax-managed mandates. In addition, CLS clients will gain access to Element -- the new advisor portal -- and enjoy many of the same benefits of TAMP clients, including a sleek new reporting experience; streamlined billing capabilities; and simplified access to investment commentary and thought leadership content through enhancements to Marcomm, a private labeled marketing content repository.
- **For Orion Advisor Tech:** The ability to offer a more connected and integrated full-service experience to firms seeking a comprehensive platform for their portfolio accounting and investment management needs, is the primary benefit. In addition, Orion Advisor Tech clients will have greater access to a wider range of investment strategists and models through the Communities module of its platform.

In addition, we fully expect the synergy among companies to fuel new opportunities to innovate or expand our product and service offerings in ways that add value for current and prospective clients.

## Will there be any disruption in the experience to advisors/firms or their end clients?

Although there will be changes and enhancements that are apparent to our clients and theirs, a team of dedicated representatives across all firms are working to operationalize these changes in a way that minimizes any disruption in the experience advisors and investors enjoy. More information will be provided over the next several months.

## Who should advisors call with questions?

Clients are encouraged to reach out to their primary relationship manager for more information.