

Job Description – Relationship Manager (FI)

Employee Type:	Exempt
Department:	Partner Development
Job Title:	Relationship Manager
Reports To:	Sheila Agasi
Manages Others:	No
Industry Experience:	At least 5 years
Minimum License(s):	
Date:	11/14/2025

Nature and Scope

The Relationship Manager (RM) serves as a central point of coordination and oversight for the Financial Institution Division of the broker-dealer. Acting as a trusted partner, the RM facilitates proactive communication, alignment, and execution across internal departments to support United Planners' financial institution partners and affiliated advisors.

This role models United Planners' commitment to service excellence, ensuring each interaction reflects care, attentiveness, and intentional follow-through. The RM contributes directly to operational excellence, advisor satisfaction, exceptional service, and the advancement of UP's culture of integrity and partnership.

Essential Duties and Responsibilities

Strategic Relationship Oversight

- Act as the primary internal liaison for the Financial Institution Division, promoting consistent, clear, and timely communication across all UP departments.
- Build trusted, collaborative relationships with internal teams, field Relationship Managers, financial institution partners, and affiliated advisors, reinforcing the firm's reputation for high-touch, experience focused-driven support.
- Maintain a deep understanding of financial institutions' structures, compensation models, service expectations, and operational workflows to anticipate needs and align resources.

Advisor Onboarding & Transitions

- Manage and coordinate advisor onboarding, transitions, and integrations with an elevated service mindset, ensuring a seamless, supportive experience for new institutional relationships.
- Serve as a cross-functional hub during transitions, partnering with Compliance, Operations, Technology, and Supervision to ensure accuracy, readiness, and continuity.

Operational Coordination & Issue Resolution

- Coordinate cross-departmental resolution of operational issues, responding with urgency, ownership, and follow-through consistent with UP standards.
- Track, manage, and communicate progress on open items, ensuring accountability and closing loops with all stakeholders.
- Identify patterns or recurring concerns and recommend process improvements that elevate service delivery and operational efficiency.

Business Management & Reporting

- Track key business initiatives, deadlines, and deliverables to support leadership oversight and divisional objectives.
- Prepare and maintain reporting, dashboards, summaries, and communications for leadership and field distribution.
- Support strategic planning efforts for the Financial Institution Division, offering insights based on trends, advisor feedback, and operational observations.

Continuous Improvement & Cultural Leadership

- Proactively identify opportunities to simplify processes and enhance the advisor and institution experience.
- Model United Planners' culture statement through behavior that prioritizes service excellence, partnership, integrity, and personal accountability.
- Contribute to a positive, collaborative work environment where colleagues feel supported, respected, and inspired to serve well.
- Perform other duties as assigned in support of divisional and firmwide priorities.

Qualifications

- Bachelor's degree or equivalent experience.
- Min. 5 years experience, preferably in BD, RIA, or bank/credit union environment.
- Familiarity with financial institution wealth management platforms, advisor compensation models, and supervisory structures strongly preferred.
- Excellent written and verbal communication skills.
- Strong interpersonal skills, organizational skills and attention to detail.
- Proven ability to manage multiple priorities and deliver in a fast-paced environment.
- Demonstrated ability to take initiative, follow through, and ensure accountability.

Partnership Integrity

- Upholds all Firm and departmental policies, internal controls, and the Firm's Code of Ethics.
- Actively participates in maintaining a culture of compliance, setting an example through behavior, communication, and decision-making.
- Ensures all applicable state, federal, and industry regulations are followed as they apply to this position.
- Attends required regulatory and/or firm educational meetings and training sessions.
- Supports efforts to cultivate an environment where colleagues and representatives understand and value compliance and operational excellence.