



# MyOutDesk

## CASE STUDY

How Compass Retirement  
Solutions gets **20x ROI** with  
MyOutDesk



**8**

**Virtual Assistants  
Hired**

**325k - 850k  
Average Case Size**

**Industry  
Financial Planning**

**POSITIONS**  
**ISA**  
**Admin Assistant**  
**Executive Assistant**

## Background

Marvin Mitchell is a top-ranked, nationally recognized financial advisor with a focus on helping people invest & save more wisely for their golden years. Marvin grew up in a working-class family in St. Louis, being the first in his family to earn a college degree. While in law school Marvin's grandmother was diagnosed with Stage IV cancer, and despite working her whole life, feared becoming a financial burden to her family. Poor financial advice and a crashing stock market compounded this fear.

This experience was the foundation for his future business: Compass Retirement Solutions. Compass Retirement Solutions helps friends and neighbors across the country protect their retirement portfolio with integrity and transparency.

In 2017, Compass Retirement Solutions was ranked as one of the top 5 financial advisors in the country by Retirement Advisor Magazine.

## Scaling With MyOutDesk

Compass Retirement Solutions leverages MyOutDesk Virtual Assistants for prospecting as well as prequalification of prospects. This saves his team countless hours of work and lets them focus on their real job: advising qualified prospects ready to take advantage of their expertise.

Moments after a lead comes in, MyOutDesk VAs are on the phones qualifying the lead and booking time on advisors calendars. Since onboarding MyOutDesk the average case size has increased from 325,000 to over 850,000.

For Compass Retirement Solutions, many objections that they originally had with Virtual Assistant Services were simply not relevant. In fact, they found that in general many VAs work harder than staff in the United States. As they settled into routine day to day operations more opportunities opened up for work to be done by Virtual Assistants rather than on-shore.

Experiencing MyOutDesk Virtual Assistants had another effect as well: Why not allow some US staff to work remotely in addition to staff overseas? Compass Retirement Solutions will be going national in the next few years thanks to the learnings provided by having Virtual Assistants as part of their team.

# The Scaling Timeline



1 ISA, 1 ADMIN VA HIRED

## **Q4 2019**

Compass Retirement Solutions needs assistance with handling leads, qualifying leads on weekends. Weekend lead follow up is eating up his advisors time and slowing down their ability to handle high value clients.

1 ISA, 1 ADMIN VA HIRED

## **Q1 2020**

With successful implementation of the first 2 VAs, Compass Retirement Solutions is ready to onboard more and start growing their business with more aggressive lead follow up, email monitoring, and assistance to US Advisors.

4 ADMIN VAs HIRED

## **Q2 2022**

With growing business comes more opportunities. Compass hires four more Administrative Assistants to help handle the workload and save his US team valuable time.

# Ready to start scaling your business?



Testimonial from Marvin Mitchell

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