

From Trust to Transformation: How a Financial Advisory Firm Gained Confidence in Their IT Partnership

— Pinafore Wealth Counsel —



"We don't have to worry about what we don't know—because we know ComTech is doing that worry for us."
— Lisa Gabriel, President & CEO

CLIENT OVERVIEW

Industry:

Wealth Advisor Services

Primary IT Goals:

- Maintain Compliance with Regulatory Requirements
- Protect Sensitive Client and Business Data
- Minimize Downtime and Maximize Uptime
- Leverage Expert Support to Reduce Worry
- Stay Current with Evolving Technology

COMPLIANCE-DRIVEN CONFIDENCE

When Lisa Gabriel, President and CEO of Pinafore Wealth Counsel, launched her SEC-registered fiduciary advisory firm, she knew from experience that technology would either be an enabler or a roadblock. With a co-founder based in Florida, clients across the country, and custodial systems tied to Charles Schwab, Pinafore has no room for downtime—or security missteps.

"We run on technology,...It affects everything from client communication to compliance and trading. That's why we needed a dependable partner from the beginning."

In 2017, she turned to ComTech—and never looked back.

FROM CONSULTANT TO COMMITTED PARTNER

"We didn't talk to anybody else. After meeting Mike and hearing his vision for ComTech, we knew: this is it."
— Lisa Gabriel

Like many firms, Pinafore started with a consultant when IT needs were minimal. But as regulations tightened and the firm's reach expanded, Lisa realized they needed something more. The shift wasn't just a technical decision. It was a strategic investment in the long-term health of the business.

ONBOARDING THAT FEELS LIKE FAMILY



One of the biggest concerns business owners express when switching IT providers is the pain of onboarding. Lisa remembers feeling none of that.

"It was easy from the very beginning. Everyone on the ComTech team cares. They made everything as convenient and unobtrusive as possible—and they've continued that through every upgrade since."

Lisa praised the team's kindness and patience, especially for "non-digital natives" like herself. ComTech's ability to explain issues in plain language made all the difference.



SECURITY, COMPLIANCE, & A WORRY-FREE MINDSET



In a tightly regulated industry like financial services, the risks of mismanaging data are enormous. But with ComTech, Lisa and her team never feel alone in navigating that complexity.

"We don't have to worry about what we don't know—because we know ComTech is worrying about it for us."

The result? Pinafore's leadership team is free to focus on serving clients, not troubleshooting.

"Like I always tell clients—I don't do my own dentistry. I don't do my own IT either. I find the best partner I can. And in IT, that's ComTech."

Lisa values ComTech not just for their technical skill, but for their relational approach.

"If I really need something, I know I can drive over and talk to them in person. That matters. You just don't get that with a big national company."

WHAT MAKES COMTECH DIFFERENT



Response Time of 1-Hour or Less



No Contracts and No Hidden Fees



No Geek Speak - We Speak Human



No Band-Aid Solutions

ADVICE TO OTHER FINANCIAL SERVICES COMPANIES?



*If you're even thinking about switching IT providers, it's probably because your current one isn't meeting your needs. **Why not see what the best could look like?** ComTech knows us. They know our challenges. And they speak our language—even when we don't know the tech terms to use.*

