BELAY

Executive Assistant VS. Client Services Assistant

*Which Type of **Support** Does **Your Firm** Need?*

At a Glance

	Executive Assistant (EA)	Client Services Assistant (CSA)
Primary Focus	Supporting the advisor	Supporting the advisor and client portfolio operations
Industry Experience	Administrative support across industries	Experience in wealth management or financial advisory firms
CRM Experience	General CRM systems	Familiarity with financial regulations and broker/dealer processes
Client Allocation Model	May support multiple clients across industries	Typically dedicated to one broker/dealer environment with hours to scale
Security & Compliance	Highly vetted talent with verified experience and required NDA	Additional financial services compliance awareness; adherence to broker/dealer security requirements such as background check, identity verification, secure systems access or fingerprinting

Support Breakdown

Both EAs and CSAs help with:

- Email and calendar management
- Travel coordination
- Personal tasks for the advisor
- Social media posting or light marketing support
- Expense reports and basic invoicing
- Staff or client event planning
- Client gifting coordination
- Meeting scheduling and basic agenda prep
- Basic CRM updates and reporting

A CSA can also:

- Prepare client portfolio materials for meetings
- Attend client meetings and track action items
- Manage detailed tasks within financial CRMs
- File client applications and registrations
- Coordinate documents and portfolio updates with clients
- Work with broker/dealers on portfolio-related tasks
- Manage sensitive financial documents
- Open client accounts at the request of a financial advisor

Activities That Stay With You

Due to licensing and regulatory requirements, the following responsibilities remain with the advisor:

- Conducting wires or money transfers
- Managing investment accounts
- Providing financial advice

Bottom Line

Partner with an EA if you need:

- Administrative support
- Scheduling and inbox management
- Marketing coordination
- Operational organization

Administrative support that helps advisors stay organized and focused.

Partner with a CSA if you need:

- Client portfolio documentation
- Financial CRM management
- Advisor meeting preparation
- Broker/dealer paperwork and compliance processes
- Client service operations within your advisory practice

Specialized support designed for the operational side of financial advisory client management.