4impactdata

2025

CASE STUDY

How Creative Planning Is Scaling Proactive Advisory: 1 Advisor Across 50+ Clients

CREATIVE PLANNING®

4impactdata, in collaboration with
Creative Planning Business Services

Website
4impactdata.com

Executive Summary

Creative Planning Business Services has leveraged 4impactdata to transform its advisory model from reactive to proactive. The Vitals and AI Advisor reports transformed how the firm serves its clients—turning data into forward-looking discussions about risks and opportunities, saving over 60% in analysis time, and building stronger, more strategic relationships. Virtual CFO Travis Scheving says that what once took hours now takes minutes, and that the system's predictive analytics have empowered advisors to act with confidence, catching cash flow risks months before they become crises. This partnership demonstrates how modern CAS firms can scale advisory capacity without increasing headcount while strengthening their position as trusted, strategic partners.

Key Metrics and Highlights

- 60%+ reduction in month-end preparation time (based on interview data)
- 50+ clients monitored proactively across the portfolio (Scheving interview, 2025)
- Real-time visibility into cash flow, revenue, and expense trends
- Red-Yellow-Green advisory indicators to ensure no client is overlooked
- Early risk detection: AI predicted a dental client's cash shortage four months in advance (Scheving interview, 2025)
- Relationship growth: Proactive outreach strengthened retention and opened new advisory opportunities

Introduction

Creative Planning Business Services is a fast-growing advisory division within Creative Planning, known for its ability to combine financial precision with strategic business insight. As the firm expanded its client base, its advisory leaders faced a challenge familiar to many Client Advisory Service (CAS) practices: maintaining high-touch, proactive guidance across dozens of clients while managing increasing complexity.

To meet that challenge, Creative Planning adopted **4impactdata**, an AI-powered advisory platform built to turn client data into clear, actionable insights. The implementation centered around one of 4impactdata's key tools: the Vitals Report, designed to instantly surface financial health indicators and advisory priorities across a client portfolio.

Challenge: Scaling Advisory Without Compromising Proactivity

For Virtual CFO Travis Scheving, time and visibility were the biggest hurdles. Managing more than 50 outsourced accounting clients, he faced the logistical limits of traditional workflows.

"It's difficult. I'm not going to open up 50 different instances of QuickBooks and analyze everyone's financials,"

said Scheving.

"Without a centralized dashboard, I wouldn't even know where the issues were hiding."

Previously, preparing for a month-end client meeting could take several hours of manual report building and data analysis. The lack of automation also made it difficult to catch emerging risks in time to act, a significant concern when working with clients who often focus solely on cash balances and overlook operational warning signs.

Solution: The 4impactdata Vitals Report and Advisor Guidance System

By adopting the Vitals Report and broader 4impactdata platform, Creative Planning transformed its ability to deliver insight at scale. The platform consolidated all client performance data into one visual command center, using AI-driven analytics to pinpoint risk and opportunity across accounts.

“The dashboard gives me a roadmap,”

said Scheving.

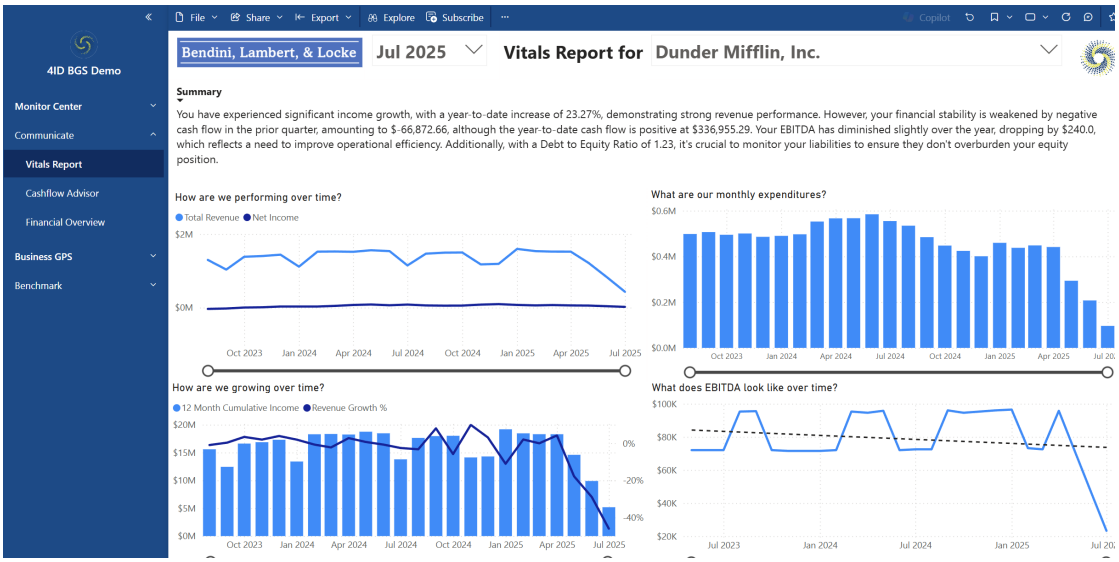
“It tells me where to look: what’s changing in revenue, expenses, or cash, so I can spend 15 or 30 minutes where I used to spend hours.”

The Vitals Report combines key financial indicators with red-yellow-green status signals, helping advisors prioritize which clients require immediate attention. Scheving noted that this visual triage system not only saves time but also builds confidence that nothing is being overlooked.

“It gives me assurance that things won’t fall through the cracks,”

he explained.

“We can now be proactive instead of reactive, seeing problems before clients even realize they exist.”



Real-World Impact: Turning Data into Advisory Action

The platform’s predictive capabilities allowed Creative Planning to spot early financial red flags and initiate timely client conversations. Scheving described one case where a dental client was unknowingly approaching a cash crisis:

“We started projecting their cash trend and told them, ‘You’re going to be out of cash in four months if this continues.’ They didn’t take our advice immediately, but exactly what we predicted happened. They eventually had to draw on their line of credit. That’s how accurate the system’s forecasts have been.”

While not every client acts on advisory recommendations right away, Scheving emphasized that the ability to present data-backed foresight distinguishes Creative Planning from traditional accounting firms.

“Most firms will just send over the financials and stop there. With 4impactdata, we’re coming to clients with real solutions and recommendations before they even ask.”

Measurable Efficiency Gains

4impactdata's AI notes and automated summaries have significantly reduced the time required for monthly financial reviews. Tasks that once required up to two hours of preparation now take a fraction of the time.

"The AI-driven notes tell me exactly where to look," Scheving said. "It's not replacing my analysis, but it's pointing me to the issues that matter most. That alone saves me multiple hours a week."

Beyond time savings, the platform improved the firm's ability to maintain consistent communication with clients. Scheving's team now reviews dashboard trends monthly to identify which clients need outreach or a follow-up CFO session. The firm plans to establish a regular cadence of proactive, insight-driven check-ins: a shift from reactive reporting to strategic partnership.

Strengthening Relationships and Driving Growth

The ability to identify issues early has also opened doors for deeper client relationships and expanded service opportunities. As Scheving noted, proactive outreach naturally leads to consultative sales conversations.

"We're not just reaching out to sell something,"

he explained.

"We're saying, 'You've got an issue, let's sit down and solve it together.' And once we help clients through those challenges, it's easy to talk about how else we can support them."

Creative Planning's team sees the 4impactdata platform not only as an efficiency tool but as a long-term relationship builder, one that strengthens trust and positions the firm as a strategic partner rather than a transactional service provider.

Evolving Toward Proactive, Value-Based Advisory

Scheving also pointed to a larger strategic shift underway: evolving from transactional services to value-based advisory. He believes platforms like 4impactdata are essential to that transformation.

"Any firm can do payroll, tax, or accounting,"

he said.

"Where we differentiate is by being proactive. Clients tell us all the time: Creative Planning thinks ahead. That's the value they remember."

As the firm expands, the team is exploring ways to build proactive advisory time directly into pricing packages, further embedding 4impactdata's insights into their business model.

Industry Benchmark Metrics & Contextual Insights

To provide additional context around Creative Planning's outcomes, recent industry data underscores how 4impactdata's results compare favorably within the broader outsourced CFO and advisory market.

Outsourced CFO & Advisory Industry Metrics

- Time Efficiency: According to Ignite Spot Outsourced CFO Services (2024), firms leveraging automation and integrated financial analytics report an average 50–70% reduction in financial review time, closely mirroring Creative Planning's reported efficiency gains with 4impactdata (IgniteSpot, 2024).
- Client-to-Advisor Ratio: The CFO Leadership Council's 2024 Outlook Report found that high-performing outsourced CFO teams typically manage 35–45 clients per senior advisor (CFO Leadership Council, 2024). With 4impactdata, Creative Planning's CFO team supports 50+ clients, surpassing industry norms.
- Proactive Advisory Impact: A 2025 CFO.com survey found that firms offering predictive cash flow and margin analysis through AI tools experienced a 23% increase in client retention and 18% higher cross-sell success rates compared to firms without automation (CFO.com, 2025).
- ROI of Automation: Accounting Today's 2024 Future of Advisory Report indicates that firms integrating AI-powered platforms achieve an average 4–6x ROI within 12 months through time savings, upsell revenue, and reduced manual effort (Accounting Today, 2024).

Interpretation

Creative Planning's ability to deliver predictive insights, scale outreach, and maintain proactive communication across 50+ clients places it firmly among top-performing outsourced CFO models. Its deployment of 4impactdata reflects the measurable impact of embedding AI analytics directly into advisory workflows: higher efficiency, stronger retention, and expanded advisory capacity—all without additional headcount.

Conclusion

For Creative Planning, 4impactdata has become more than just a dashboard. It's an engine for scalable, proactive advisory. The Vitals Report gives the team clarity on where to act, predictive analytics show what's coming next, and AI-driven summaries keep advisors efficient and informed.

In Scheving's words, **"It's one of the few tools that actually helps me look around the corner for my clients."**

By embedding 4impactdata into their advisory operations, Creative Planning is achieving what many CAS practices are striving for: the ability to scale insight, deepen client trust, and deliver true strategic value at every stage of the client relationship.

Sources

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