

EXAMPLE ONLY. The firm is made up and every number on these two pages is invented. A real snapshot uses your counts.

CRM snapshot

Sample Advisory Group (not a real firm). Redtail CRM, 6 database users.

Read by Nick Kaufman, NPK Capital LLC, under one user login the firm created. That user's optional rights were switched off, exporting, deleting and combining among them. Nothing was changed, exported or copied.

The short version

Two things cost you the most right now. 41 contacts are duplicates of another record, and 58 clients have no review cycle, so nothing in Redtail will tell you when their review is late. Fix those two first. The rest is cleanup, and some of it I would leave alone. The counts behind all of this are on page 2.

First five fixes, in order

- 1 Combine the 41 duplicates.** Open Reports, Contact Reports, Contacts by Duplicate Names and use Combine on each real pair. Keep the record with the longer note history as the Primary Contact. The other one goes to the Recycle Bin. Start with the 12 pairs where both records hold notes, because those are the ones where somebody is reading half the history.
- 2 Set a review cycle on the 58 clients who have none.** Until a client has one, the Client Reviews report cannot tell you they are late. If your firm has not linked its review activity yet, an admin does that first in Manage Client Reviews.
- 3 Close out or restart the 23 stale workflows.** Sort the Workflow Report by Current Step Due and work from the oldest. Most of these are onboarding workflows for clients who finished onboarding a long time ago.
- 4 Reassign the 9 tasks that sit with a user who left.** They show in the Workflow Task Report under Assigned To. Nobody is going to do them where they are.
- 5 Cut Tag Groups from 64 to 28, and retire the thin UDFs.** Merge each of the 7 sets into one group by hand (21 groups become 7), and drop the 22 that hold fewer than 3 contacts unless someone can say what they are for. A Tag Group is a fixed list. If you want a list that keeps itself current, build a Quicklist. Then retire the 19 UDFs almost nobody fills in, once someone confirms no report reads them.

What I would leave alone

The 14 unused Workflow Templates. They cost nothing sitting there, and deleting one that somebody wanted in March is worse than a long list. Same for the 118 Keywords. That is a lot, but they are searchable and they are not in anyone's way.

What this is not

This is not investment, legal or compliance advice. I read the setup and tell you what I would fix. Your firm decides what to change, and I change nothing unless you ask in writing.

EXAMPLE ONLY. Invented numbers for a made-up firm.

Contacts

Contact records	2,318
Pairs on the Contacts by Duplicate Names report	67
Real duplicates, after reading each pair	41
Real duplicates where both records hold notes	12
Contacts with no Contact Status set	212
Contacts with no Contact Category set	187
Contacts with no Servicing Advisor	96

The duplicate report matches on first and last name only. 26 of the 67 pairs are two different people with the same name, mostly parents and children. One real duplicate, as an example: record IDs 10482 and 15977.

Workflows

Workflow Templates	31
Templates with no workflow started in the last 12 months	14
Open workflows	88
Open workflows where Current Step Due is more than 180 days back	23
Open tasks assigned to a user who has left the firm	9

From the Workflow Report and the Workflow Task Report.

Tag Groups, Keywords and UDFs

Tag Groups	64
Tag Groups holding fewer than 3 contacts	22
Sets of Tag Groups that mean the same thing (21 groups in all)	7
Keywords	118
Contact User Defined Fields	37
UDFs filled in on fewer than 1 contact in 20	19

One of the 7 sets: "A Clients", "A clients 2023" and "Top clients".

Client reviews

Contacts your firm marks as clients	406
Clients with no review cycle	58
Review Status: Overdue	73
Review Status: Not Scheduled	131

From Reports, Reminder Reports, Client Reviews.