

Building Successful Partnerships

An Interview with Kyle Wool, President of Wealth Management, Revere Securities LLC

EDITORS' NOTE Kyle Wool serves as President of Wealth Management at Revere Securities and is also the Head of Revere Private Wealth Management which provides integrated strategies designed to help build, manage and preserve wealth for wealthy families, endowments and foundations. Previously, he was an Executive Director at Morgan Stanley and the head of The Wool Group. Prior to Morgan Stanley, Wool was a Managing Director at Oppenheimer and Co. Inc., and



Kyle Wool

from 2010 to 2013 was based in Hong Kong where he served as a Managing Director of the Professional Investors Group for Oppenheimer Asia Ltd. Wool has been a featured speaker on Executive Services and Wealth Management at the China Entrepreneurs CEO & CFO Forum. He has also been a featured speaker on U.S. Markets and Foreign Direct Investments at the Fujairah U.A.E. International Business Forum. He is active in various philanthropic endeavors both domestically and abroad. He currently serves as a board member of LifeLine NY and the CIRSD (Center for International Relations and Sustainable Development) as well as the Lang Lang International Music Foundation. In 2019, Wool was honored by Crown Princess Katherine with the LifeLine Humanitarian Award.

FIRM BRIEF Revere Securities LLC (reveresecurities.com) is a global broker-dealer firm providing strategic and financial support to institutional investors, hedge funds and individual investors. The firm's professionals are involved in all components of the sales and trading process and include extensive compliance and operational personnel. In addition, Revere Securities provides differentiated corporate access, helping institutional clients gain access to management as a component of their investment process. The firm has industry focused sales specialists who possess "buy-side" experience and provide a sound, alternate perspective to the investment process.

Will you provide an overview of Revere Securities and how you define its mission?

Revere Securities is a global broker-dealer firm providing strategic financial support to institutional investors, hedge funds and individual investors. We are seasoned Wall Street veterans

offering a full suite of services designed around the unique needs of existing and emerging entrepreneurs. Our team has an exceptional track record of expertise in all aspects of financial markets including Wealth Management, Private Wealth Management, Family Office Planning, Corporate Executive Services, Institutional Trading and Investment Banking.

Our core mission is for Revere to be a fully integrated financial partner that our clients can rely on for advice and assistance in all aspects and at all

stages of their financial lives. To walk you through an example of what a typical lifecycle with our clients often looks like: Our investment bankers identify an entrepreneur with a new, exciting company and help raise money for that company, assisting in taking them public via an IPO. Then we engage the clients with our corporate executive services to help them hedge and monetize the new wealth that was created via that IPO process. Post IPO, we engage the founders with our Family Office division, which handles all of the sophisticated planning structures that protect their wealth, as well as with our Wealth Management division, which ensures that intelligent investments respect their risk tolerance and grow their money over time at a reasonable rate of return to outpace inflation. Ours is truly an all-encompassing, enduring approach and it's quite exciting.

How do you describe Revere Securities' culture and how important is it for the firm to have an entrepreneurial spirit?

Entrepreneurial spirit is exactly what defines Revere Securities. It is the most critical component

of our organizational culture. Everyone at Revere thinks of themselves, first and foremost, as business owners – owners of Revere and owners of our clients' companies as well. We approach decisions for both as if they are our very own with that level of care, respect and commitment. We are extremely selective about who joins the company, seeking out those who bring more than an elite and proven level of financial services expertise. They must have a partner mentality as well.

Our goal is to cultivate a reputation for successful partnerships akin to what we saw among the Wall Street icons back in the day with Salomon Brothers, Dean Witter and Merrill Lynch. So many times when I meet someone, they still share stories from the '80s and '90s about who they worked with at Merrill or Lehman, and how those were the great times for our industry. We want to capture and rekindle that legacy of excellence and give clients confidence in knowing the best times are yet to come with Revere because we build businesses together.

How do you define your role at Revere Securities and what are your key areas of focus?

My title is President of Wealth Management and Principal of the firm, but unofficially – and as appropriately – my titles could be Chief Visionary Officer and Chief Evangelist of Revere. As the former, I focus on creating a unique entrepreneurial experience and opportunity for seasoned Wall Street veterans to be a part of. For the latter, I focus on getting the message out to like-minded professionals about what Revere Securities is, what we offer, and as importantly, where we are going as a company.

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What is the Revere Securities difference and what sets the firm apart in the industry?

Revere’s company culture is what sets us apart from other firms. Our team is composed of seasoned Wall Street executives who have joined forces to build something really special. The diversity of experience among our senior executives gives us unique insights into many markets that other banks may be slow to enter and an understanding of multinational cultural nuances. For example, I come out of the wirehouse model. I also lived in Hong Kong for three years. Our new Co-Head of Investment Banking was the CEO of a major Chinese securities firm. Our Head of Trading ran equities for one of the largest French banks. Our unique mix of talents and market expertise gives us an advantage and creates an environment in which people are genuinely excited to come to the office and share their ideas for the benefit of their colleagues and clients.

Will you highlight Revere Securities’ service offerings?

Two aspects of Revere that I think are very exciting are our new ETF (RSPY) on the NYSE and our comprehensive services for new entrepreneurial companies and the executives that work for them. We launched our own ETF at the end of last month (pronounced Are-SPY) ticker symbol RSPY on NYSE. We did this because it goes along with our forward-looking ideology. Typically, when a customer buys an S&P 500 ETF or mutual fund, you are buying the current weighting of the S&P 500’s 11 sectors. For example, if tech and healthcare have outperformed very well over the last 6 to 12 months, they will have a larger weighting in the S&P 500

than maybe they should have for a client’s risk tolerance. So, what we decided to do is create our own ETF of the 11-sector spider and weight it in a forward-looking way to capture the sectors we believe will be the outperformers over the next 6 to 12 months. We make adjustments as we see fit, as this is an active ETF. I’m proud to say the NYSE gave us the honor of ringing the closing bell of the NYSE on August 31 for our new ETF to spotlight (RSPY), which was very special to all of us at the firm.

The second unique offering we have is our fully integrated approach to our entrepreneurial clients, which curates the right mix of services for every stage of their financial life-cycle – guiding and advising them on how to do an IPO, raising the capital for them, helping manage and advise the company and its executives on all aspects of cash and wealth management for themselves and their families’ multi-generational wealth.

Where do you see the greatest opportunities for growth for Revere Securities as you look to the future?

As outlined before, I think the synergies we are creating between banking and wealth management of new and exciting companies will be a huge growth engine for years to come. Additionally, the launch of our first ETF (RSPY) will be the first of hopefully a series of these to come, which will employ even more sophisticated alpha-generating aspects such as put and call writing on various Revere weighted ETF.

I also think the largest growth factor will come from people wanting to join us, and in that same vein people wanting to merge or be acquired by us. This is something we are

exploring right now as we strategize ways to truly expand the firm’s culture and reach.

Will you discuss your focus on building the Revere Securities team and attracting talent to the firm?

As mentioned earlier, recruiting experienced professionals is a major goal of ours and has been since I joined the firm. However, I also think there are many opportunities in which people may want an exit or have a liquidity event and, rather than just being absorbed by a bulge bracket firm or a wirehouse, they may be more interested in partnering with us to continue to work in the industry.

What do you see as the keys to effective leadership and how do you describe your management style?

I think the real key to effective leadership is to always think in the terms of “we” and “ours” rather than in terms of “mine” and “I.” This goes back to the traditional Wall Street ideology built around the concept of partnerships. At Revere, we don’t want the first answer to always be “no,” which it has been more often than not among the larger banks as they exit certain business lines and focus on traditional banking such as lending over middle markets or international, for example. Though our answer may not always be “yes,” we want our partners to know we looked at it, explored the possibility, and made a business decision truly based on the feasibility of the request. I believe this to be very important to build lasting relationships with our partners.

What advice do you offer to young people interested in building a career in the industry?

I would advise anyone interested in our line of work to keep an open mind and to explore all aspects of the financial industry to discover which part of the industry piques their interest the most. A great way to do this is through internships, volunteering and traveling to other financial centers like London, Dubai, Hong Kong and Singapore to see how they are similar and how they are different. The range of opportunities is wide, complex and very different, so I would encourage prospects to get a range of work experiences under their belt. Try a large bank, a large wirehouse, private equity, venture capital or a start-up. See where and what you enjoy the most. I’m a firm believer in, “If you can find a part of the business you really like, you will never work a day in your life.” ●

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