AdvisorEngine

AdvisorEngine® Wealth Management Platform

The tools and technology to help you run and grow your business.

Product Brochure

One platform.
Unlimited use cases.

Each and every one of your clients presents a unique mix of challenges, characteristics and goals that will shape their financial journey. AdvisorEngine is here to help you navigate the myriad paths towards long-term financial success with an end-to-end wealth management platform that is highly configurable and customizable, allowing you to deliver an elevated experience for each client while simplifying processes and operations wherever possible, providing the support you need to run and grow your business based on its own unique factors.

Rebalancing

Use our rebalancing platform to efficiently manage an unlimited number of portfolios while accounting for specific risk tolerances, objectives and tax scenarios

Reporting

Elevate the performance narrative with elegant, customizable reporting tools at both the firm- and client-level

Fee Billing

Collect fees and manage revenue efficiently and transparently with flexible billing solutions tailored to your firm's needs

Digital Onboarding

Make it effortless for new clients to begin working with you using a streamlined and personalized approach to digital onboarding

Client Portal

Optimize your service model with an intuitive, modern client portal designed to empower your clients as you lead them on their financial journey

Business Intelligence

Bring all of your firm's current and historical data together into configurable charts with the metrics you need to help inform business decisions

Goals-based Planning

Reframe your client conversations around what matters most to them and implement an adaptive, personalized approach to asset allocation designed to maximize the probability of goal achievement

Models

Enable business growth by simplifying investment decisions with professionally constructed multi-manager model portfolios

Portfolio Consulting Services

Enhance your portfolio construction and review process with robust analytics delivered through a set of reports and services designed to turn uncertainty into knowledge

Rebalancing

Use our rebalancing platform to efficiently manage an unlimited number of portfolios while accounting for specific risk tolerances, objectives and tax situations for each of your clients.

Personalized tax efficiency

- Your firm's personalized rebalance policy and investment approach are built right into the platform, with tax management settings that can be customized at either the firm or individual account level.

Block orders

- Avoid exporting and editing various data files with straight through trade processing files and utilize block orders to drive efficiency and support average price execution across all client accounts.

Automated rebalancing

- Advanced workflows can automatically build cash needed for large or unexpected withdrawal requests without deviating from the target model, and also help to ensure that all client contributions are put to work efficiently based on relevant service level agreements.

Built-in trade review

- Easily reconcile all orders from the rebalancer with the executed trades from the custodian to make sure accounts are in-line while easing the burden on your firm's operations team.

Customizable cash management

- Easily account for clients' individual cash requirements and cash flow planning with minimum and maximum cash bands, accumulation levels, and automated processing based on recurring contribution and withdrawal needs.

Compliance support

- From a block order system supporting fair trade execution across your entire book of business to a centralized paper trail of all rebalancing activities, our system may provide a number of potential compliance benefits for your firm.

Order Status

Date	Bulk Order	#of Accounts	# of Block Orders
06/15/2021	SALES_ABC 03:00 PM	3	89

User Name

Mutual Fund Order

Status	Account#	Type	Symbol	Description	Quantity	Qty Indicator
RESOLVED	X39110149	Sell	ABC	Income - Class A	78	Shares
RESOLVED	X39110149	Sell	GHIJ	Managed Portfolio Series	940	Shares
RESOLVED	X39110149	Sell	RFTY	Total Income+Real Estate	726	Shares
RESOLVED	X39110149	Sell	BSDF	Focused Intl Growth	1,196	Shares
RESOLVED	X39110149	Sell	CDEF	Core Bond Fund	14	Shares
RESOLVED	X39110149	Sell	XYZ	Core Bond Fund	14	Shares
RESOLVED	X39110149	Sell	SIN	Strategic Income	473	Shares
RESOLVED	X39110149	Sell	SHO	Short Duration	4,587	Shares

Show 50 entries per page

Performance Reporting

Elevate the performance reporting narrative at both the firm and client level with customizable reporting tools and features that turn complex data into valuable insights any time you like.

Report builder

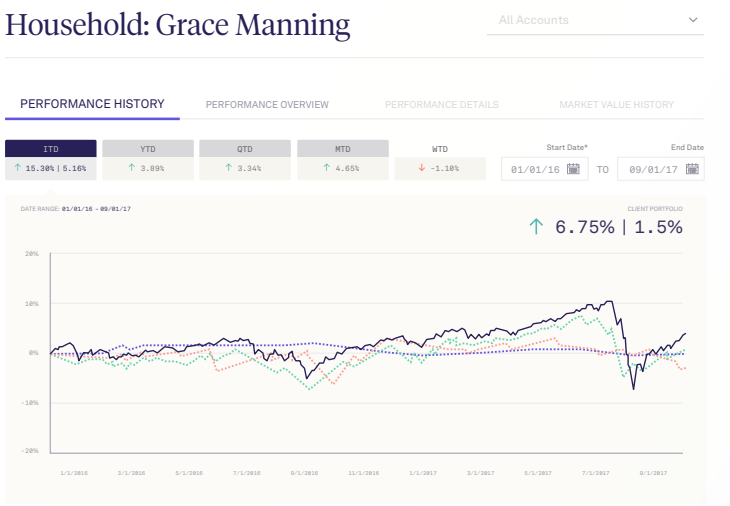
- Create personalized reports for every client with built-in branding capabilities and features that allow you to control content, scheduling, and delivery options easily.
- Create and save report templates with rolling window functionality that maintains structure and format but adjusts content to reflect the new time frame.

Client portal

- Clients can self-navigate through performance, holdings, account activity and realized gain/loss data for any period.
- Dynamic, engaging graphs help narrate and explain changes in performance and what drove them, and custom benchmarks put them in market context.

A 360 degree view of data

- Through our data aggregation services partner MX, we can pull in held-away client information daily from banks, custodians and other financial institutions so your reporting and planning is truly holistic.



Creation and delivery automation

- Determine when and how your reports are created and delivered. Set them to be run by you on-demand, or use the calendar function to generate them automatically at specified cadences.
- If you wish, manage settings so that reports are sent immediately to the secure document section of the client portal upon generation.

Multiple levels of performance reporting

- Our performance calculation engine provides comprehensive reporting designed to comply with GIPS standards at the firm, household, client, account, asset class and security levels.
- Customize data views for firm principals, advisors or clients with a variety of configuration options.

Highly configurable benchmarking

- With licensed data from index providers such as Bloomberg, MSCI and S&P, advisors can leverage a broad set of indices across asset classes to compare market results with client portfolios.
- You can decide which indices are included for each account and can easily create custom, blended benchmarks based on portfolio allocations and characteristics.
- Control benchmark displays at the global, model or household levels.

Fee Billing

Our adaptive, automated solutions can help to optimize the billing process so that you can spend less time crunching numbers while also increasing flexibility, accuracy and transparency.

Fully configurable and flexible

- Flexible, automated billing lets you collect fees in advance or in arrears, monthly or quarterly, using customizable fee types and schedules, easily assigned at the group, advisor and individual client levels.
- Handle advanced billing requirements including discounts, exclusions, overrides, advisor fee splits, billing households and flexible fee periods.
- Fee structure options include asset-based or subscription-based pricing.

Seamless advance billing

- For accounts billed in advance, improve efficiency and transparency by automatically netting adjustments for the prior period into the next period's advance bill.

Revenue dashboard

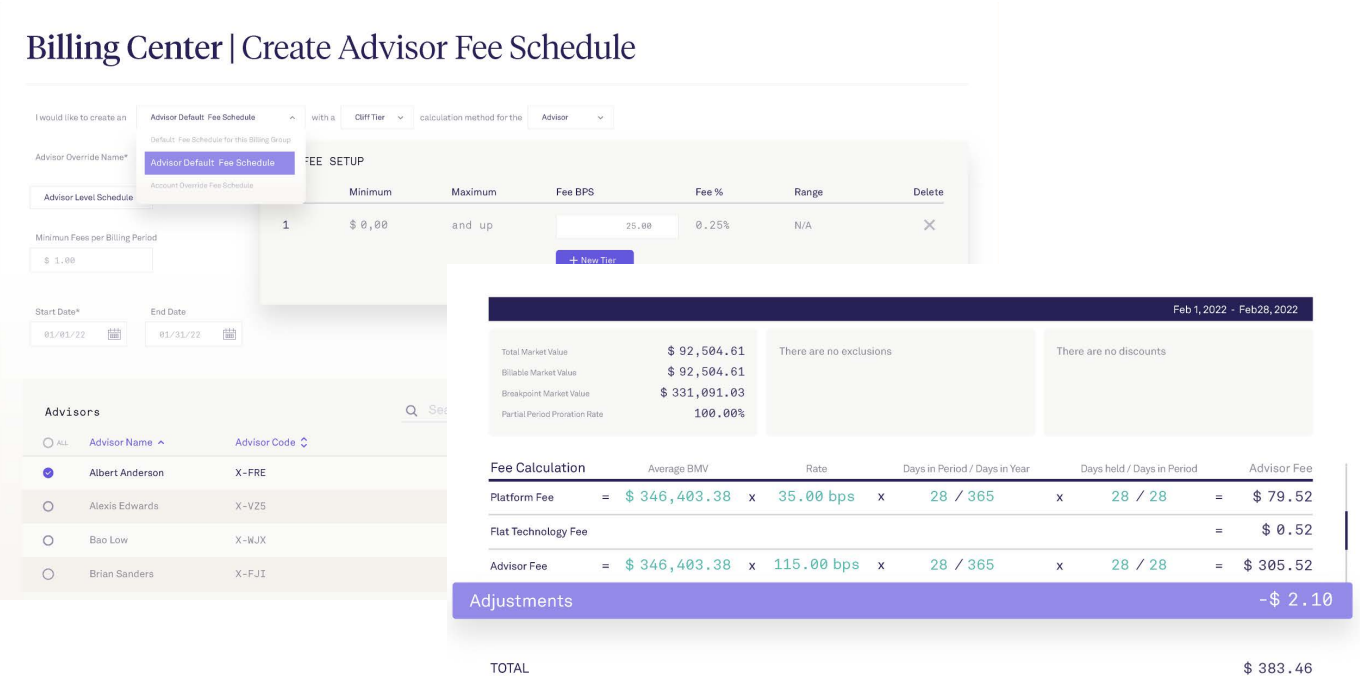
- Easily access critical revenue insights from a dynamic dashboard that helps inform better decisions across your firm and empower quick action on items like Cash Shortages and Accounts in Error.

Built-in compliance support

- An auditor or client wants to see all the billing details from the past six months? Pick that period in the dashboard to review the billing details in every period for every bill, as all information is compliantly stored in a secure system.

Branded invoices

- Our billing platform's various reports and invoices can be branded with your firm's look and feel, helping to enhance the client service experience you provide.



Digital Onboarding

Elevate the onboarding and account opening experience by making it effortless for new clients to begin working with you through a streamlined and customizable approach to digital onboarding that allows you to open and fund new accounts more quickly while reducing the potential for errors.

Deep custodian integrations

- Custodian forms are managed within the platform from start to finish, whether you custody with TD, Schwab, Pershing or Fidelity.
- Because of our truly deep custodian integrations, the most up-to-date forms are the only ones you will see.
- Once complete, the platform will review the data to ensure accuracy and completeness.

Streamlined account opening and funding

- Adapt settings and defaults that make sense for your firm to standardize the onboarding process.
- Create conditional workflows that gather the required information needed based on custodian and account type.

Prospect proposal system

- Whether you are taking a high touch (advisor-led) or low touch (client-led) approach, access a rich set of features including customizable risk assessment tools, proposal builders and goal-based financial planning, which roll right into configurable proposal and IPS document generation.
- Present completed forms for e-signing and delivery - all branded in your firm's design, not the custodian's.

Adaptive risk assessment

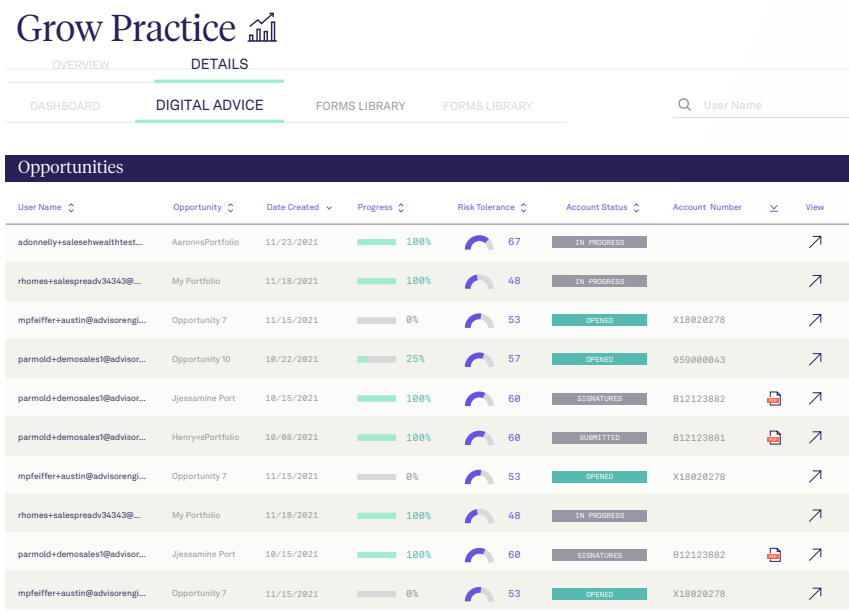
- Leverage your firm's existing client questionnaire or adapt with our flexible risk assessment system's features, including complex logic paths and customized scoring to construct appropriate investment frameworks and recommend models.

Account status dashboard

- Utilize our intuitive dashboards to track client onboarding and account opening opportunities from the proposal stage all the way through funding.
- Our system provides an aggregated view of all new accounts, approval status, document availability, and required action items. Stay up-to-date and compliant.

Portfolio builder

- Advisors have the ability to interact with models to customize based on prospect needs and requirements to provide bespoke client portfolios with ease.



Client Portal

Lead a customized, streamlined wealth management journey that allows clients to be active participants in their pursuit of financial goals with a modern client portal fully white-labeled to your firm's brand and service approach.

Completely configurable

- Create multiple white-labeled client portal experiences for different sub-brands, account segments, or advisors, all managed from a centralized location.
- Configure settings to include onboarding and funding, or use the portal exclusively for reporting and communication.

Dynamic reporting capabilities

- Empower your clients with engaging, easy-to-understand portfolio reports that show up-to-date performance data, as well as portfolio and model analytics including risk/return information, forecasting, and drift reporting.
- Dynamic, engaging graphs help illustrate changes in performance and what drove changes in account behavior over time.

Client-driven workflows

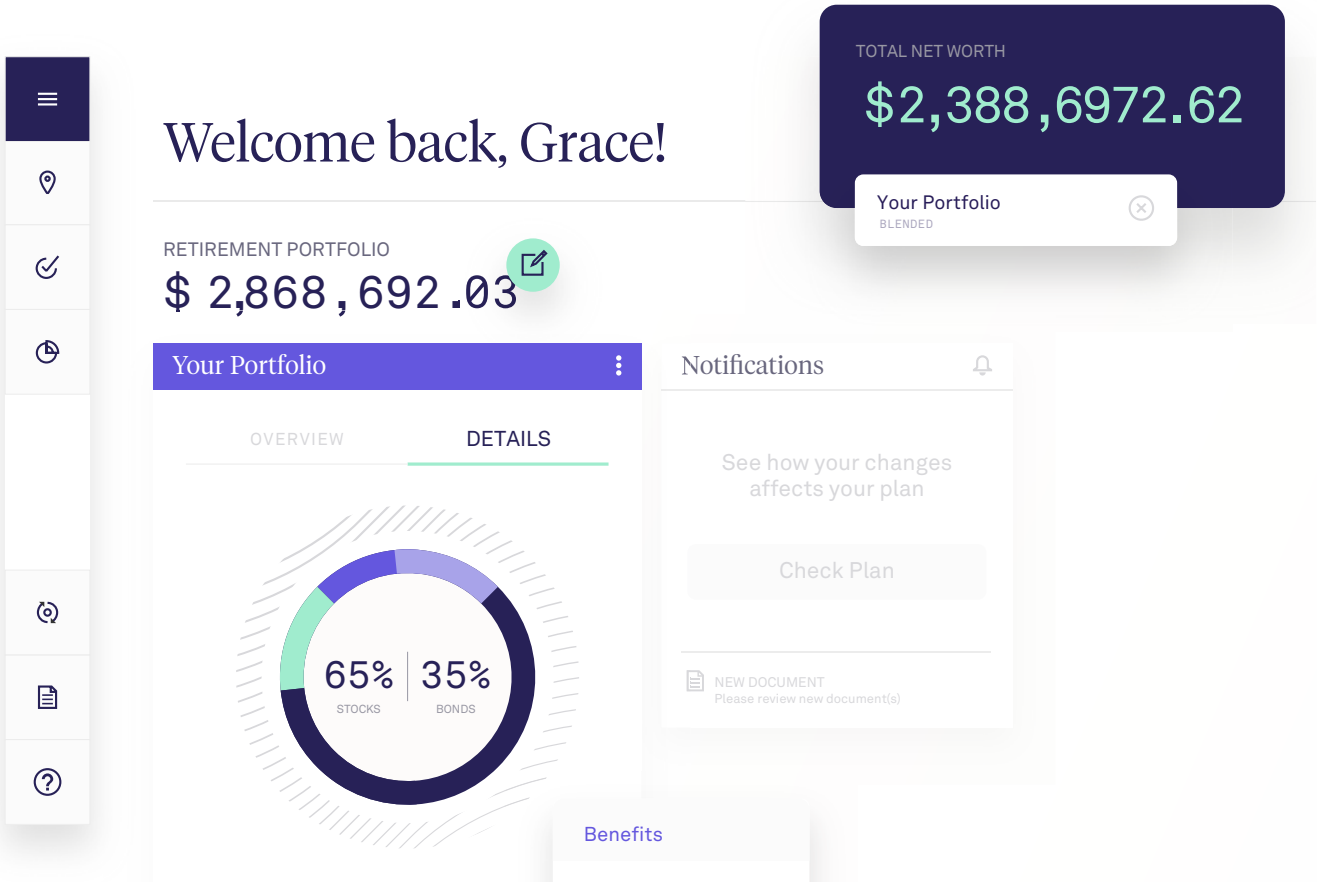
- Clients can directly initiate and manage basic tasks such as account openings and cash transfers instead of calling their advisor.

Document vault

- Securely share important information with clients using the convenient document vault, which provides access to documents you upload, custodian statements, performance reports, billing invoices and more.

Client advice dashboard

- Advisors can easily track different types of prospect and client activity and tailor support accordingly, allowing clients to capitalize on compelling self-service features while staying in the loop.



Business Intelligence

Organize vast amounts of firm and client data into valuable insights using the information you need to stay on top of key performance and operational results to help you run your business with clarity and confidence.

Business dashboard

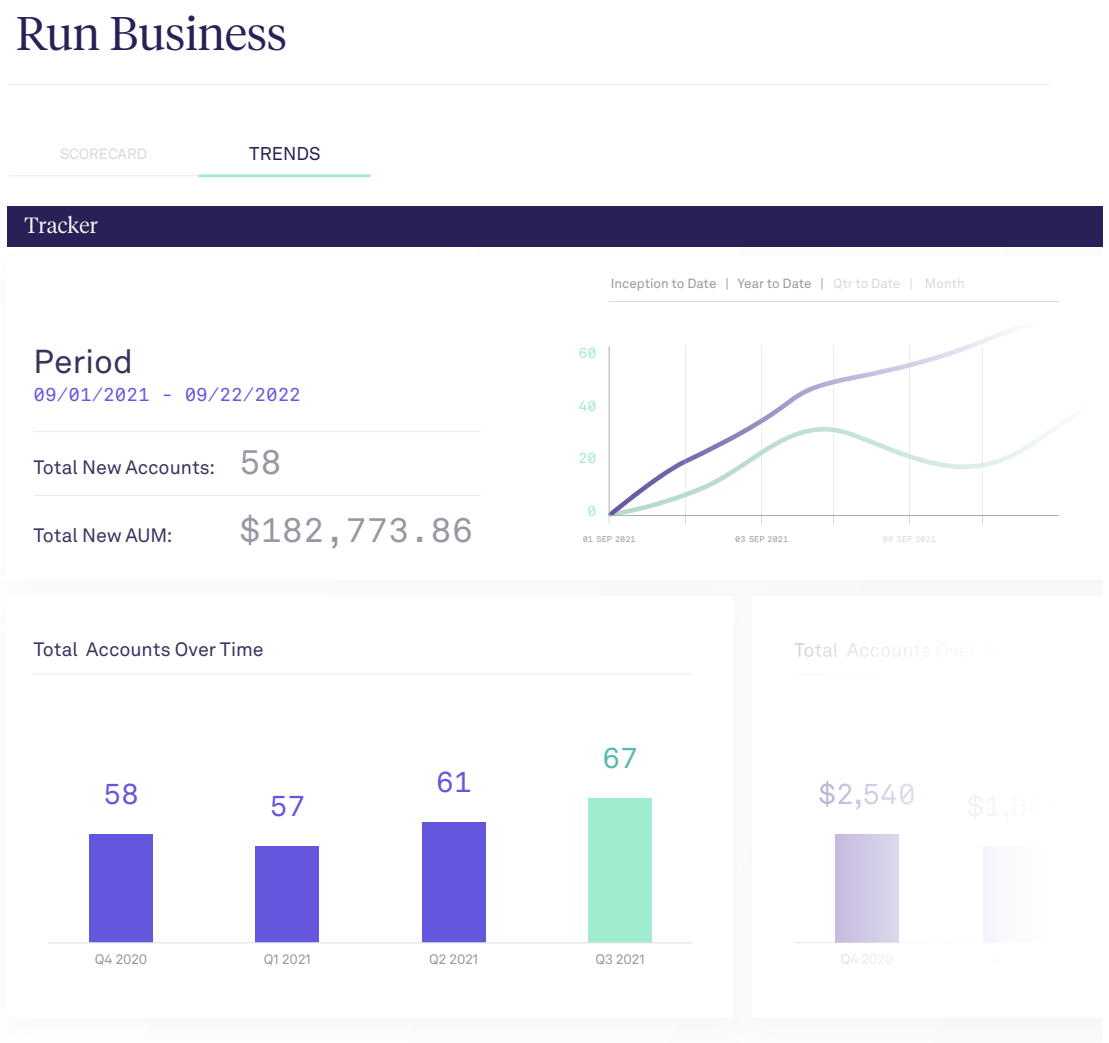
- Leverage all of your complex data to gain valuable business insights at both the firm and advisor levels with configurable asset, account and holdings views.

Trend intelligence

- Monitor trends and identify areas of opportunity with historical breakdowns and analyses of asset, account and advisor activities over both standard and customizable periods of time.

Revenue analytics

- Access revenue-specific data across your firm's full book of business, for each different office or at the advisor level.



Goals-based Planning

Through our partnership with Franklin Templeton, AdvisorEngine clients can access an adaptive, personalized approach to asset allocation designed to maximize the probability of client's achievement of long-term financial goals.

Holistic investment planning

- Improve your ability to understand and support specific client situations and goals and build a foundation for a disciplined, long-term investment strategy.
- Go beyond a standard allocation approach based on static risk and return levels by targeting and allocating portfolios based on the probability of goal success.

Success-driven allocations

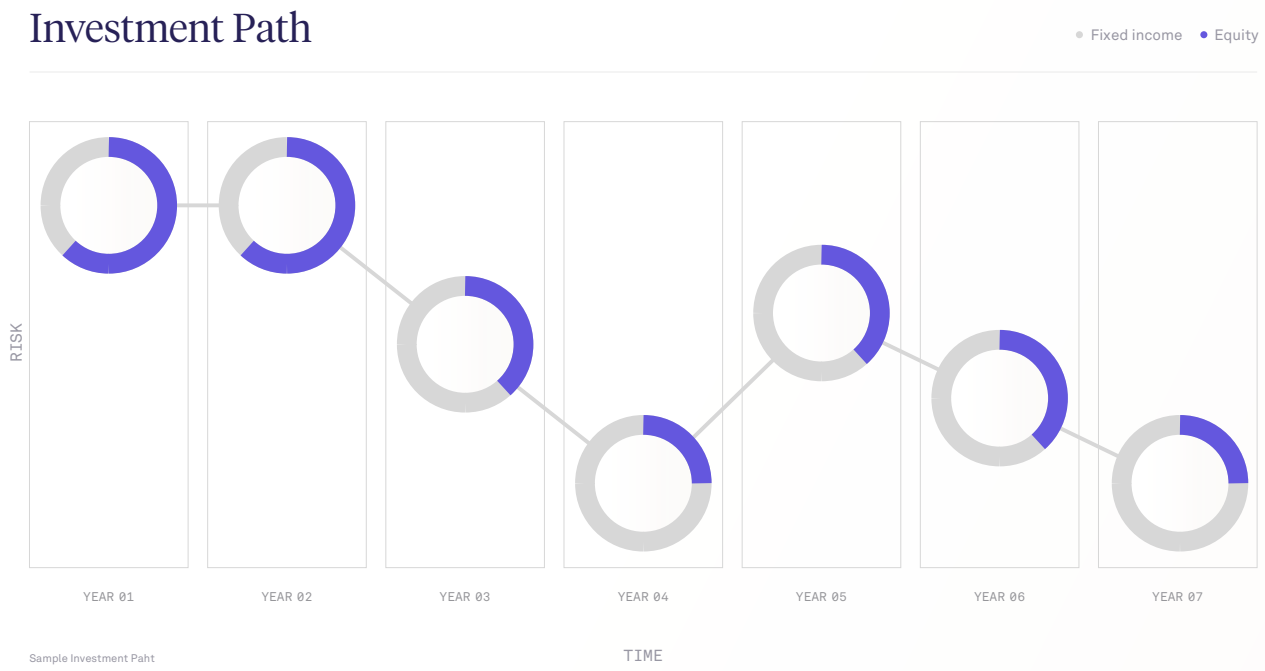
- The system factors in probability of success and lets that drive the risk and asset allocation decisions of the initial investment path and each subsequent adjustment.
- Probability of success is the key determinant of portfolio construction, not just one variable.

Integrated portfolio management support

- Our full suite of integrated portfolio management solutions helps to manage a variety of goals-based plans:
  - → Operate efficiently with client onboarding and fee billing tools
  - → Leverage automated rebalancing features to keep portfolio allocations aligned
  - → Easily monitor for key events over time with custom alerts and integrated performance reporting capabilities

Take control of the investment path

- A unique initial investment path and allocation is created based on starting wealth, target wealth, loss threshold, goal tenure and capital market expectations (CMEs).



Models

Easily implement and manage professionally constructed multi-manager ETF model portfolios to optimize portfolio construction and management tasks, allowing you to spend more time building relationships with clients and prospects.

Leverage investment insights

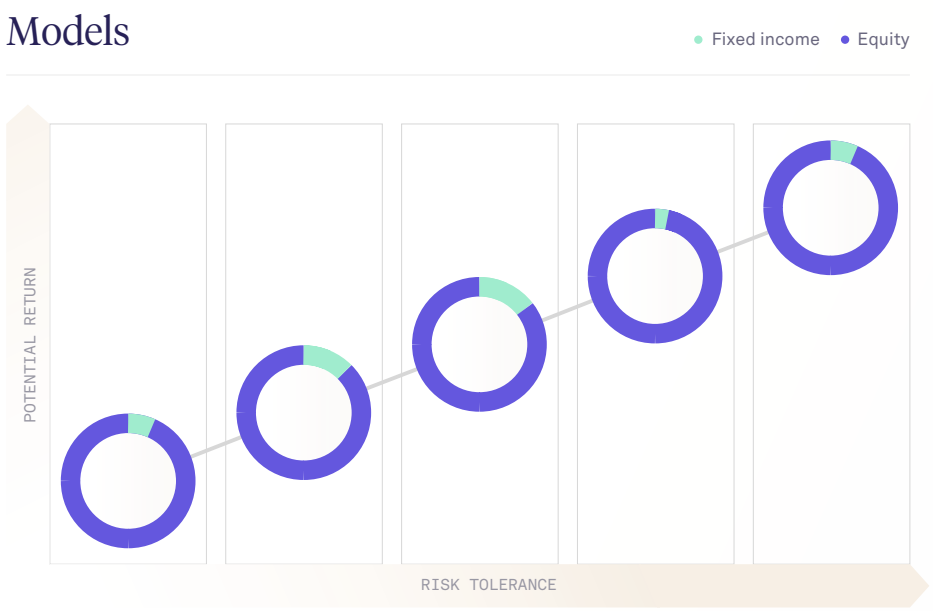
- Benefit from access to frequent manager commentary, updates and allocations to support ongoing review and service efforts.
- Access investment perspectives across a wide variety of topics, from macroeconomic and thematic research to fundamental, bottom-up research from specialist teams focused on specific areas of exposure.

Professionally built model portfolios

- Gain access to a portfolio of ETFs which seek total return potential and provide diversification by investing in a combination of active and passive funds from a variety of investment managers.
- Models are managed by the Franklin Templeton Investment Solutions (FTIS) team, leveraging best-in-class thinking from a group which has over 70 years of experience and over $100 billion in assets under management.

Dynamic management

- Supplement passive ETFs with actively managed strategies focused on unlocking excess returns and a disciplined approach to trading based on market prices and conditions.



For illustrative purposes only

Portfolio Consulting Services

Through our partnership with Franklin Templeton, AdvisorEngine clients can access an adaptive, personalized approach to asset allocation designed to maximize the probability of client's achievement of long-term financial goals.

Reports and services built to help you solidify your investment strategies

- Traffic light: See your funds compared against benchmarks, category averages and alternative choices in a series of clear charts and tables
- Drawdown testing: Review portfolio performance during specific market declines
- Scenario testing: Review portfolio performance across historical market shocks as well as simulated shocks to consider potential results based on current positioning
- Sample portfolios: Analyze best-of-breed model portfolios based on fund family specifications, risk guidelines and many other potential parameters based on client preferences
- Common holdings analysis: An in-depth review across all portfolio investments to ensure diversification goals are being met.

Stress Tests

SCENARIO STRESSTESTS COMPARISON
(Total Return %)

	Current Portfolio	Custom Benchmark
-20% MSCI World	-11.2	-12.67
-10% US$	11.15	14.05
+10% US$	19.71	23.86
-10% Value vs Growth	-2.01	-3.57
+10% Value vs Growth	6.64	6.70
+150% Volatility	6.22	
-30% Momentum Factor	-5.32	
-40% Momentum Factor	-15.28	

Comprehensive portfolio consulting

- Leverage the Franklin Templeton Portfolio Consulting team's deep knowledge of portfolio allocation principles and trends as you dive into themes such as asset allocation, product selection and in-depth portfolio analysis.
- We believe these personalized consultations can help you to turn the complex data from various reports into practical and actionable insights, providing valuable support for investment discussions with your clients.

Can we elevate your wealth management platform?

Head to AdvisorEngine.com to learn more or reach out directly to to one of our platform experts to see how AdvisorEngine CRM can meet your unique needs: hello@advisorengine.com

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