

# ADVISOR VIEW™

## PORTFOLIO MANAGEMENT AND CLIENT ENGAGEMENT

Today, advisors want a complete picture of their entire book of business. The powerful reporting capabilities of Advisor View show the full view of your assets under management, so you can make the most informed decisions and meet the individual needs of each client.

Advisor View delivers powerful portfolio analysis, flexible reporting, and extensive billing capabilities. It also produces professional client-facing PDF reports that you can customize at any time and share with your clients via the integrated client portal.

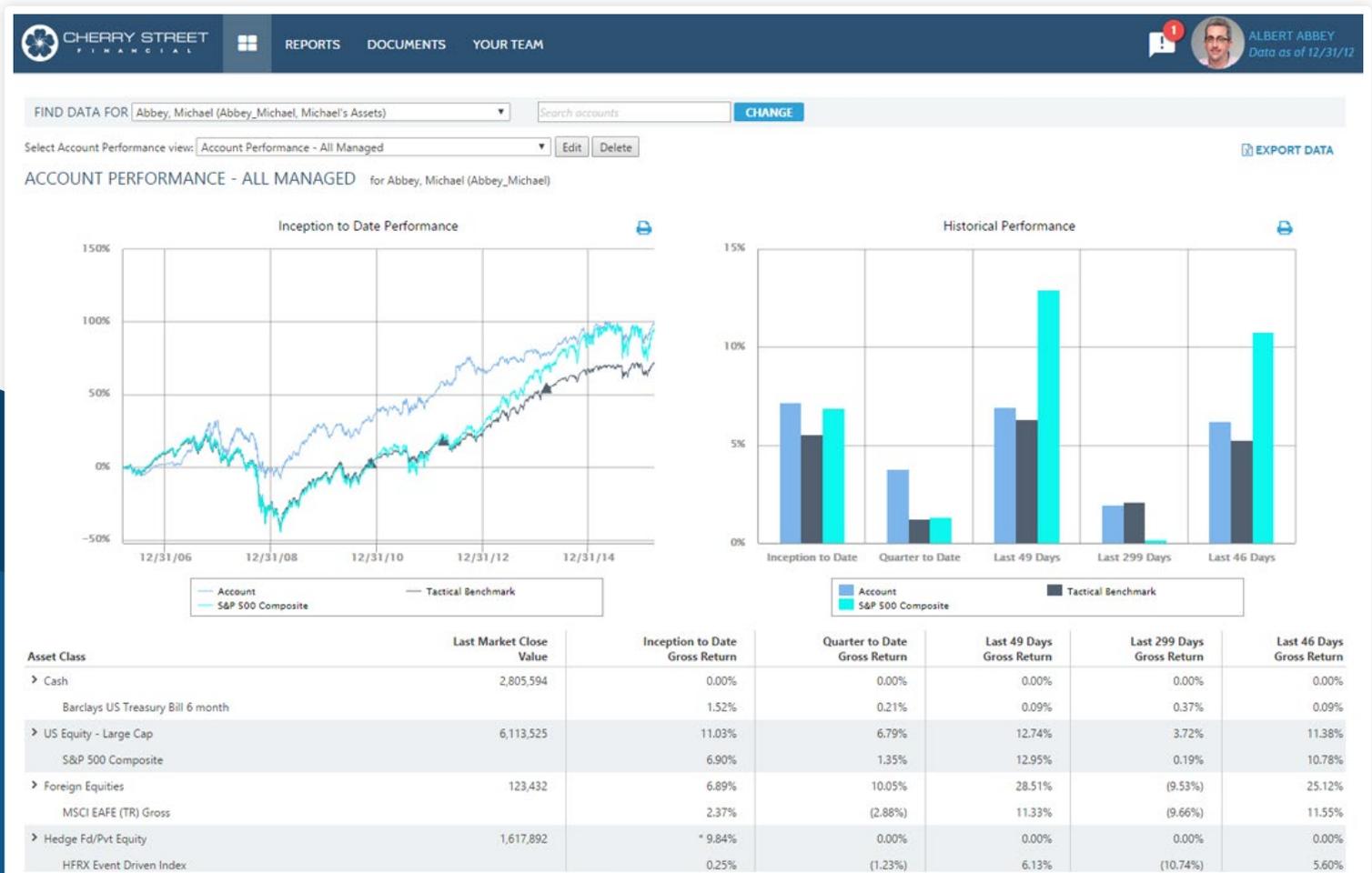
### EMPOWERED STAFF

Advisor View provides actionable insights into your client portfolios. Each team member can define a custom reporting dashboard and view dynamic reports by

advisor, household, firm, or any custom grouping that best supports how they service their clients. Easily edit and run dynamic reports and drill down to actionable account details. Advisor View also calculates daily intervals, giving you the flexibility to view information for any date range.

### INDIVIDUALIZED PERFORMANCE REPORTS

No two investors are exactly alike. Advisor View helps you paint a complete financial picture for each of your clients and delivers it in a way that's easy to understand. The report designer puts you in control with a wide range of customization possibilities. Choose from the extensive library of included report templates and designs, select your report data, and add your own custom cover and header/footer graphics to support your firm's brand. Insert custom letters and other content that can be specific to each client using the included document assembly feature. Run PDF reports at any time and use the client portal to deliver them securely to your clients.



## CLIENT ENGAGEMENT—REDEFINED

In today's digitally-driven world, it has never been more important to bring a lively and engaging online experience to your clients. At Tamarac, we understand that your client portal is an extension of your firm's brand and that investors at all investment levels are demanding more online tools to better manage their portfolios and interact with their financial advisors. The Advisor View client portal delivers a rewarding online experience for your clients, while communicating the value of your firm. Strengthen your firm's brand by adding your company logo and color palette to the portal, and make it accessible from your website with available single sign-on (SSO). The client portal provides your clients a single place to view their complete financial picture and interact with your firm.

Advisor View's client portal gives your firm a competitive advantage so you can better engage your clients and capture the next generation of investors.

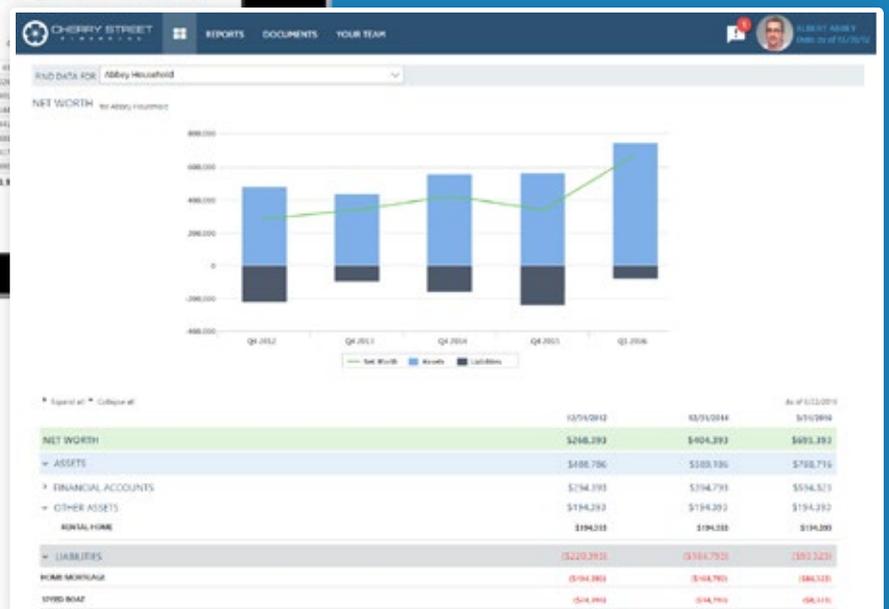
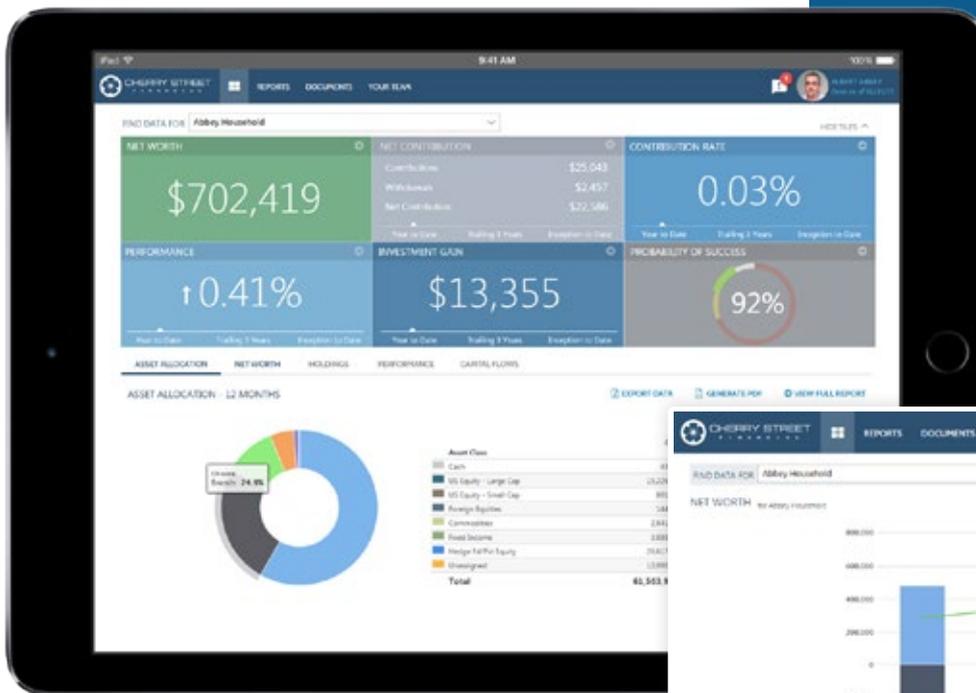
## YOUR OWN IPAD APP

We'll create an iPad app that matches your firm's branding and upload it to the App Store® for you. Direct your clients to download your iPad app and deliver an engaging mobile experience that includes interactive performance reports, a document vault for PDF reports, videos, and other custom content from your firm.



## TOP CLIENT ENGAGEMENT FEATURES INCLUDE:

- Goals-based reporting and access to financial planning tools from MoneyGuidePro®
- External account aggregation and manual asset/liability entry for net worth reporting
- Dynamic and interactive reports with zoom and animation
- Secure document vault to send, receive, and archive documents—including integrated eSignature and online form acceptance capabilities from DocuSign®
- Specific reports, dashboards, settings, and content can be applied to groups of clients, or you can define a custom experience for a specific household
- Display profiles, pictures, and contact information for your client's support team—automating how they interact with your firm



## POWERFUL COMPOSITE REPORTING

Today, more and more investors are asking for transparency in performance reporting. That's why many firms are making their reporting practices compliant with Global Investment Performance Standards (GIPS). With Advisor View, you can create composites that follow GIPS standards. Create complex searches using integrated data from Advisor View and Advisor Rebalancing to identify accounts and automatically add them to a composite. Manually include or exclude accounts from a composite. Quickly and easily import your existing historical time series data that ties seamlessly with returns calculated by Advisor View.

## RISK ANALYSIS

From risk analysis to portfolio analysis, Advisor View has you covered. Chart risk-adjusted comparisons to benchmarks and indexes for your client portfolios. Customize reports with relative statistics and portfolio metrics to better manage risk-adjusted returns. Report options include standard deviation, Sharpe ratio, alpha, beta, upside/downside capture, information ratio, and more.

## ALTERNATIVE INVESTMENT MONITORING

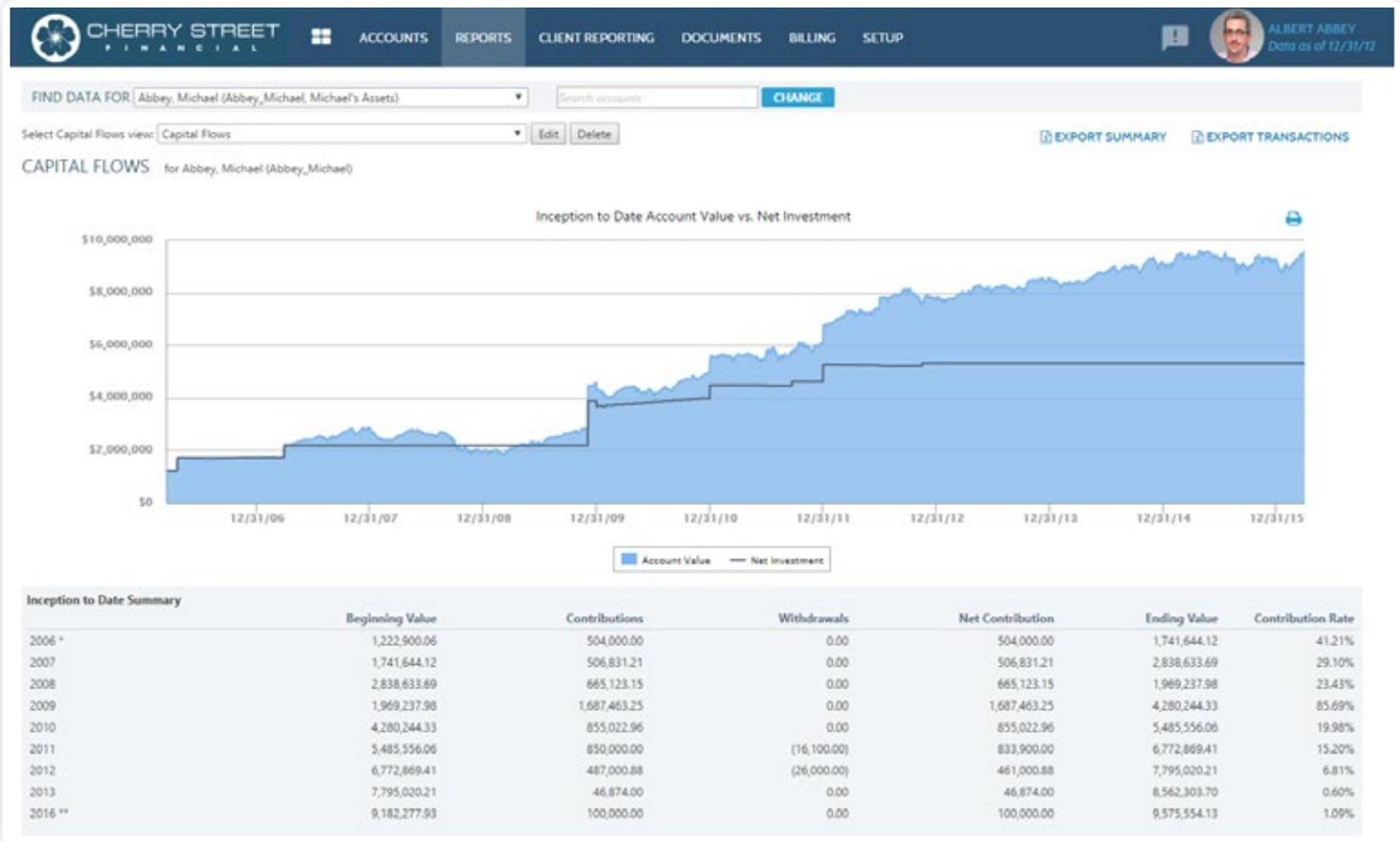
In today's complex markets, investors are more heavily exploring alternative investments such as private equity,

limited partnerships, and real estate. As an advisor, it's important to track and accurately report this information to your clients so they can properly view all their investments in a consolidated report. You can create, maintain, and track alternative investments as IRR or TWR directly within Advisor View. Flag alternative investments as having committed capital structure and monitor call dates, call amounts, funding accounts, and the vintage year of the investment—and Advisor View will alert you to any upcoming capital call dates.

## INTEGRATED AND ACCESSIBLE

Take advantage of the time savings that deep integration delivers. The full capabilities of Advisor View and Advisor Rebalancing are accessible directly from within Advisor CRM. Contextually link from a financial account or household into our integrated applications to service your clients. Leverage the powerful automated workflow capabilities of Advisor CRM to streamline the production of reports for your period-end reporting cycle.

Advisor View also integrates with a growing list of financial planning software vendors, account aggregation services, data analytics providers, custodial platforms, and Envestnet's managed investment products and research platform.



## COMPLEX BILLING SCENARIO AUTOMATION

Advisor View streamlines your billing process and delivers an array of customizable billing options, so you can bill clients based on their preferences.



**ON-DEMAND BILLING** - Run billing statements during the billing cycle to recognize fees for new accounts, closed accounts, or projected revenue.



**ONLINE STATEMENTS** - Quickly post personalized billing statements to the client portal for online viewing.



**RECONCILIATION** - Manually or automatically reconcile payments for your services. You can mark payments as unpaid, paid, or partially paid and run reconciliation reports to track your outstanding fees.



**AVERAGE DAILY BALANCE** - Instead of using the beginning or ending market value of a security to determine the rate schedule to apply, Advisor View can use the average daily value of the portfolio to determine the appropriate fee.



**UNLIMITED RATE TIERS** - Create an unlimited number of rate tiers. Fees can be based on the value of the total portfolio, asset classes, sectors, subsectors, or security types.



**MULTI-LEVEL CONTROL** - Apply discounts at the account, billing definition, or billing group level.



**FIRMS USING AN INTEGRATED TECHNOLOGY PLATFORM LIKE ADVISOR XI—ON AVERAGE—MANAGE TWICE THE ASSETS AND PRODUCE \$100,000 MORE IN REVENUE COMPARED TO FIRMS WITH NO INTEGRATION.\***

\*AITE GROUP. (2013). RIA RODUCTIVITY AND PROFITABILITY: INTEGRATION PAYS.