

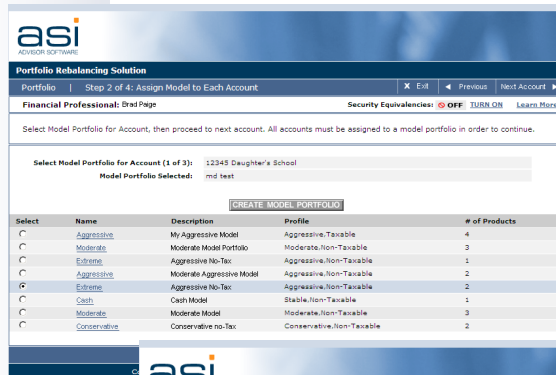
# ASI Portfolio Rebalancing Solution®



STREAMLINE PORTFOLIO REBALANCING

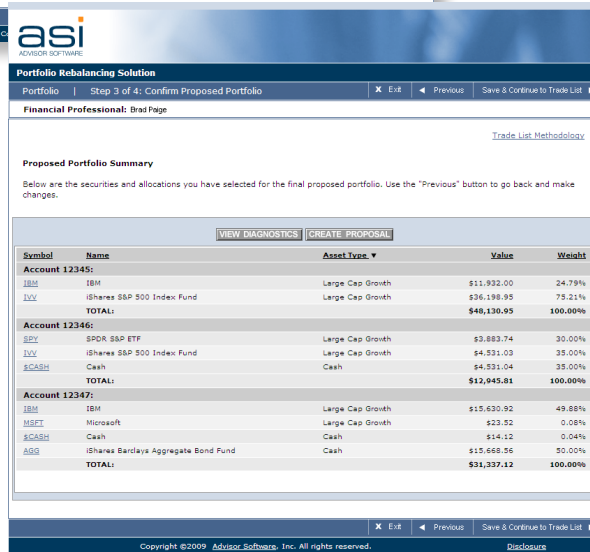
## Maximize Advisor Productivity and Business Success

An RIA with a local advisory firm in the Kansas City metro area considers himself a decent amateur programmer. Over the years, he has cobbled together a system using Excel spreadsheets to handle rebalancing client portfolios. "It's not that successful," he admits. "It's a lot of hard work and very time intensive." The advisor, who runs a sole practice, manages more than 500 accounts. Faced with that caseload, he is excited about the new ASI Portfolio Rebalancing Solution that was launched by his custodian, a major broker-dealer. "It will enhance my ability to promote better service, better results and better communication," says the advisor. He particularly likes the analytical features that allow advisors to compare current and proposed portfolios and rebalance portfolios for clients. "That's good marketing," he says.



### THE CHALLENGE

For financial services firms, attracting and retaining top advisors and clients is a key business objective. Advisors, who face ongoing pressure to consistently deliver the most personalized and consistent investment advice, are seeking the highest quality support. In doing so, they are looking to financial service companies to help them boost productivity, provide optimum customer service and broaden client relationships.



### THE SOLUTION

#### Advisor Software's Industry Leading Rebalancing Tool

ASI Portfolio Rebalancing Solution delivers a competitive advantage for financial service providers – streamlining and increasing the flexibility of the portfolio rebalancing process. Easily configurable to the way each advisor conducts business, the solution can be customized according to asset allocation and model portfolio preferences. Advisors are then free to serve investors in a more consultative role.

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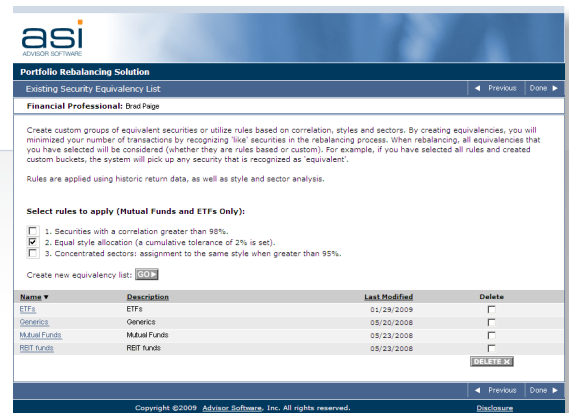


## Robust Portfolio Rebalancing Capabilities

ASI Portfolio Rebalancing Solution is the only enterprise rebalancing solution that covers a full spectrum of investment products such as mutual funds, exchange-traded funds, separately managed accounts, stocks, bonds and variable annuities. The software allows advisors to realign investor portfolios with their selected allocation strategy.

## Other Key Features

- An easy-to-use, web based platform eliminates installation and maintenance requirements. Clients can host the solution themselves or allow Advisor Software to host.
- Batch processing of multiple accounts associated with a particular model ensures portfolios are performing according to client expectations.
- Advisors can rebalance households containing one or more accounts to an asset allocation or model portfolio target.
- Tolerance bands help advisors stay on top of which accounts need rebalancing.
- Cash-in/cash-out features and cash-buffers help advisors better manage cash transactions.
- The solution's locking feature lets advisors exclude certain securities from rebalancing.
- Advisors can generate a comprehensive, personalized proposal that includes the pre and post account rebalancing analysis.
- Both real-time pricing and prior-day pricing of securities are supported.



## Increases Advisor Efficiency, Customer Satisfaction

- ASI Portfolio Rebalancing Solution automates and speeds rebalancing calculations for time-savings and cost-effectiveness.
- Timely rebalancing reassures investors that advisors have an eye on their accounts.
- ASI Portfolio Rebalancing Solution eliminates manual processing, increases accuracy and mitigates human error.
- By setting a standard for rebalancing according to a client's investment policies, the solution minimizes risk and ensures compliance.
- The solution supports full-integration into back-office systems for pulling in account holdings data and exporting a trade list for execution.
- Using ASI Portfolio Rebalancing Solution in conjunction with ASI Client Acquisition Solution, advisors can attract held away assets by generating high-quality proposals that would otherwise take hours to produce.

If you would like more information  
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