

Solutions for:

# Asset Managers

AM

Are you facing hurdles in growing your business? Are you looking for ways to increase your business profitability, scale, and efficiency, while differentiating yourself and growing your AUM?





# How can you grow your business quickly?

We make personalized, multi-asset portfolios easy so you can drive revenue faster, improve productivity, and reach new audiences.

## Grow your AUM by introducing new products or enhancing your current product offering

Vestmark's sophisticated wealth management technology platform enables customization and tax management at scale.

- Tax-managed versions of existing or new strategies
- Direct or custom indexing solutions
- Customized portfolios based on Environmental, Social, and Governance (ESG) preferences
- Retail fixed income solutions
- Model-based strategies to meet growing popularity of UMA programs
- Scalable solutions for managers to maintain trading discretion for fixed income portfolios

## Grow your AUM by accessing new or increased distribution channels

Vestmark has deep relationships with all major sponsor and custodian firms, enabling you to increase your distribution reach and access new channels.

- Add model-based products
- Add manager-traded products
- Gain access to new channels with new products

## Improve your profitability, scale, & efficiency with a new or enhanced operating model

The VestmarkONE® platform is a highly robust trading and rebalancing engine integrated to all major distribution firms with demonstrated scale to support volume spikes and future growth.

- Stop having to say “no” to new sales
- Increase the scale of your operations
- Expand the reach of your connectivity for distribution
- Increase efficiency for your team and reduce manual work
- Offload or better manage operational risk

# Why Choose Vestmark?



## More Control

- Centralized hub and connectivity to all distribution partners – Vestmark covers both sides of the distribution equation
- Turnkey setup and quick time to market or customized packaged solutions to support your specific business needs
- Partner with technology that optimizes your business’s “secret sauce” – Vestmark’s consultative approach to helping design a solution leverages an experienced team and 20 years of successful implementations



## Sophistication & Customization with Scale

- Active tax overlay and tax transition services for existing or new investment strategies
- Seamless integration with optimizers
- Personalized portfolios, direct and customized indexing
- Full support for retail fixed income solutions
- Simplified and streamlined automated workflows to client specification



## More Flexibility

- We can support your manager-traded and model-based SMA business
- Design a software and services solution that fits your business needs
- Access a menu of packaged tech + outsourced services solutions that are designed to meet your specific business needs – where appropriate, solutions can be customized



## Manage Risk

- Single pane of glass/hub to manage your entire SMA business in one place
- Improved operational efficiency – centrally manage, trade, and track your accounts including performance calculations and composite management across multiple sponsor programs and relationships
- Offload operational risk – option to outsource with a 100% onshore business model and an experienced team

# Vestmark can support your entire retail offering with a combination of technology & operational service solutions to meet your individual business needs.

## The VestmarkONE® Platform

### **Our comprehensive centralized retail wealth platform to manage your entire business**

The VestmarkONE® platform is a highly robust wealth management technology platform, integrated to all major distribution firms, with streamlined operations to improve efficiency and the scale necessary to effectively grow your business.

## Vestmark Outsourced Services

### **Middle- and back-office outsourcing that fit your business needs**

We offer a state-of-the-art suite of operational services. Vestmark Outsourcing Services – with bundles tailored to meet your individual business needs – can help you improve operating margins, reinvent your client experience, boost efficiency, and sharpen your focus.

## Vestmark Advisory Solutions

### **Vestmark's RIA (Registered Investment Advisor)**

Vestmark Advisory Solutions (VAS) is Vestmark's registered investment advisor (RIA). VAS enables Vestmark to offer model trading services to implement your strategies on a discretionary basis, provide active ongoing tax overlay and tax transition services, ongoing tax loss harvesting and more, working with you to best support your business growth needs.

## Vestmark Manager Marketplace

### **Truly open architecture investment model hub with 3rd party managers and fund/ETF strategists**

Vestmark Manager Marketplace is a model distribution service that seamlessly connects you with sponsors across all segments of the wealth management industry, enabling you to scale your back office and offload the burden of working directly with multiple sponsors by delivering models, managing contracts, and administering billing on behalf of asset managers.





# How can we support your business growth goals?

## Let us help you quickly launch new or enhanced products

- Vestmark can partner with you to launch and scale fully customized managed solutions, supporting you with technology and services that enable mass personalization and active tax management, giving you everything you need to successfully launch, fulfill, and scale innovative new products quickly.
- Vestmark can help you pursue new client opportunities, in a profitable way, while mitigating operational risk.

## Let us help you move into new distribution channels

- Vestmark can serve as the distribution bridge between your products/models and the ever-expanding breakaway advisor marketplace, with Vestmark Advisory Solutions offering a simple way to maintain continuity with advisors, regardless of their affiliations.
- The Vestmark Manager Marketplace can streamline model delivery and get your strategies into more hands, fast.
- Vestmark has the technology, services, and relationships you need to quickly and efficiently help institutional players expand distribution into the retail market.

## Let us help you grow your business with new or enhanced operating models

- Vestmark has prebuilt operations capabilities (tech and services) to enhance your back-office operations for greater efficiency and speed.
- Vestmark offers a more efficient way for institutional firms to move into the retail marketplace, potentially accelerating your growth and time-to-market by assuming your operational risk and responsibilities.

# Embrace growth opportunities with a flexible platform designed to meet all your business challenges



To learn more, call **781-224-3640**  
or visit at [www.vestmark.com](http://www.vestmark.com)

## About Vestmark:

Founded in 2001, Vestmark is a leading provider of portfolio management/trading solutions and outsourced services for financial institutions and their advisors, enabling them to efficiently manage customized client portfolios through an innovative technology platform. Supporting over \$1.5 trillion in assets and 5.5 million accounts, Vestmark is a partner to some of the largest and most respected wealth management firms.

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Investment strategies that seek to enhance after-tax performance may be unable to fully realize strategic gains or harvest losses. Tax-loss harvesting involves the risks that the new investment could perform worse than the original investment and that transaction costs could offset the tax benefit.

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