

# Working with **AssetMark**

An Overview of Our Services



At AssetMark, we understand that your business is successful only when your clients are on track to achieve their financial goals."

**Charles Goldman**

President & Chief Executive Officer, AssetMark

More than  
**25+**  
years' experience

**2,200**  
engaged advisors

Approximately  
**\$61.6\***  
billion in assets on  
our platform

\*As of December 31, 2019



## Unique Investment Solutions

designed to keep your clients invested through all market cycles

Whether you construct your own portfolios, or outsource investing, we have solutions for your clients' financial goals. We offer client-focused strategies, from smaller or simpler accounts to custom high-net-worth solutions, all researched and monitored by our team of due diligence professionals. Our due diligence sets us apart; we feature a platform of edited investment solutions and don't hesitate to let them go if we uncover changes.

### We can build portfolios for you:

- Guided Portfolio Solutions incorporate our investment approach into professionally managed portfolios
- Guided Income Solutions<sup>SM</sup> are designed to convert clients' savings into ongoing, steady "paychecks"
- WealthBuilder<sup>SM</sup> is an advisor-led digital solution that can help you extend your business

Or, create portfolios yourself, using well-known investment solution providers

### Our investing platform can help you:

- Measure and manage risk in a more meaningful way
- Easily identify the right mix of investment solutions and construct responsive portfolios to help your clients stay invested for the long term



## Compelling Technology

that helps you serve your clients faster and more easily

Scale your business with technology that facilitates new account openings, investment changes, proposals and client reporting:

- eWealthManager
- Smarter Account Setup<sup>SM</sup>
- PortfolioEngine<sup>®</sup>
- WealthBuilder<sup>SM</sup>

### Strategic relationships help you market and manage your business:

- Advisor Websites
- Biz|Equity
- Money Quotient
- Redtail
- RIA in a Box
- Riskalyze
- Retirement Learning Center
- Snappy Kraken
- Succession Resource Group
- WealthEngine

### Our technology can help you:

- Build your brand with customizable content from our marketing portal
- Demonstrate your difference with PortfolioEngine, designed to visually display performance in a range of market environments

## Your Clients

Access to a range of professionally managed investment solutions, suitable for their financial goals, from low-cost, complete portfolios to custom high-net-worth

An understanding of portfolio performance and expectations across a range of market conditions



Business

# Consulting

helps you leverage our technology, stay current with the markets and scale your business

Our Business Consultants provide individual attention to you and your business at every stage, from positioning your practice for growth to succession planning.

- Analyze your business and realize its potential by working with: your peers, key performance indicators, and customizable performance measurements
- Our investment team can work with you one-on-one or in small groups to incorporate our investment solutions and understand new portfolio management ideas
- We'll help you plan for the future and increase the value of your business, whether it's acquiring another firm or selling your own

### Our insights can help you:

- Segment your clients and implement solutions to fine-tune your business
- Develop a plan to scale your business, create brand awareness and work toward a more profitable, sustainable model for your firm's future



Service You Can

# Trust

because relationships are at the center of everything we do

AssetMark consultants take the time to know you and your practice, so we can tailor our resources to your needs and your clients' goals.

- Our service teams act as an extension of your staff and provide support for larger transactions. When you work with us, you'll get hands-on guidance from a Relationship Manager
- Develop your business with AssetMark Advisor Benefits. As your firm grows, we'll support you with enhanced service models, personalized Business Consulting and access to events throughout the year

### Our team can help you:

- Access nationwide workshops, events and webinars to master the power of our platform and your business
- Get invited to industry-leading events where you learn practical, actionable ideas to enhance your business, in the company of like-minded advisors

## Benefit From:

Access to personalized investments, and banking and lending products designed to keep their portfolios intact

An enhanced service model focused on helping them achieve their financial goals

# Team-based service and consulting, focused on you and your clients



## We'd love to get to know you...

we'll help you:

- assess your business
  - define your unique value proposition
  - build a customized business model
- ...and get you started with AssetMark



All firms talk about delivering great service, we back it up with stellar execution."

**Carrie Hansen**

EVP, Chief Operating Officer, AssetMark

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### IMPORTANT INFORMATION

This is for informational purposes only, is not a solicitation, and should not be considered investment or tax advice. This information has been drawn from sources believed to be reliable, but its accuracy is not guaranteed, and is subject to change. **Investing involves risk, including the possible loss of principal. Past performance does not guarantee future results.** Asset allocation alone cannot eliminate the risk of fluctuating prices and uncertain returns. There is no guarantee that a diversified portfolio will outperform a non-diversified portfolio. No investment strategy, such as asset allocation, can guarantee a profit or protect against loss. It is not possible to invest directly in an index.

For more complete information about the various investment solutions available, including the investment objectives, risks and fees, please refer to the Disclosure Brochure and applicable Fund Prospectus. Please read them carefully before investing. For a copy, please contact an AssetMark Consultant.

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