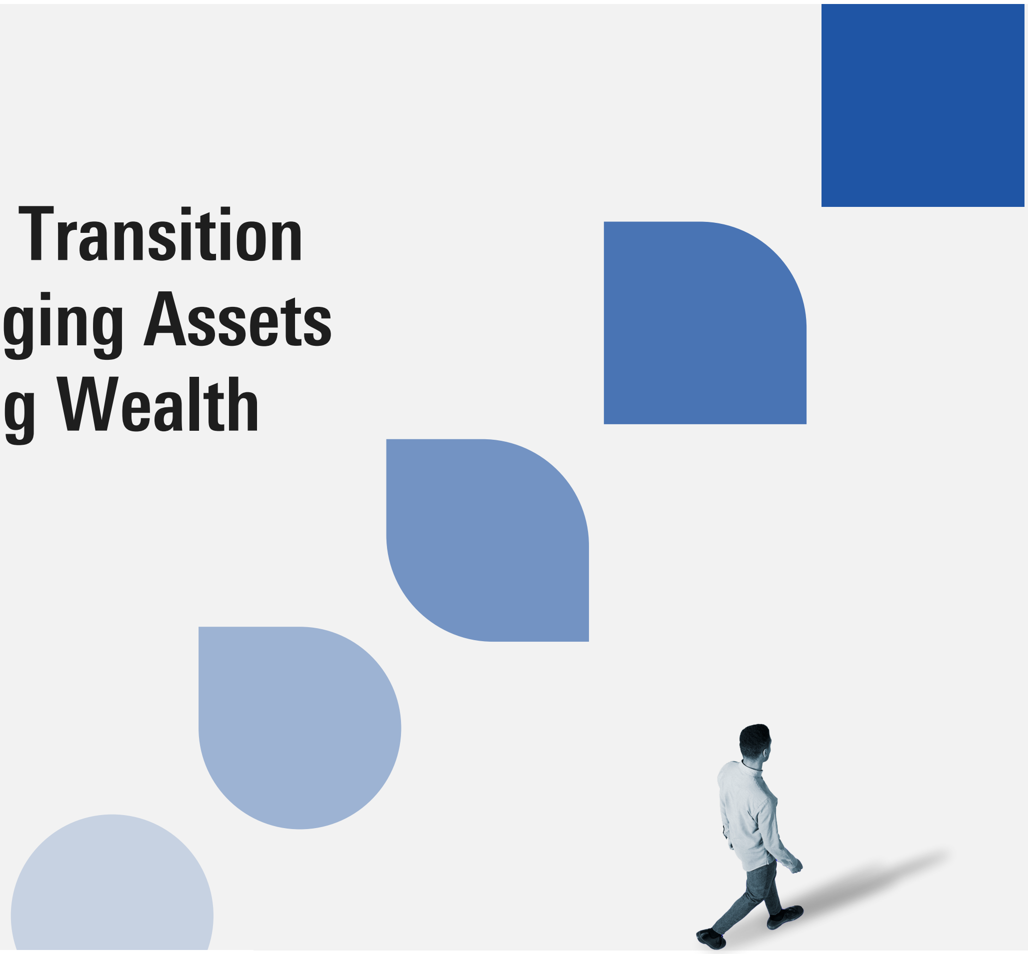
An Advisor's Checklist

Making the Transition From Managing Assets to Managing Wealth



Considerations for adding managed portfolios to your practice.

Evaluate your practice

Take a high-level look at your practice for opportunities to streamline. What would improve if you spent less time managing investments and more time for prospecting and building deeper client relationships?

Identify your core value proposition

Do clients work with you primarily for your investment acumen? Often, an advisor's true value stems from knowing their clients—understanding their risk tolerance, how they respond to market fluctuations, and their level of investment knowledge.

Weighing the cost and benefits

Your time is valuable. Introducing managed portfolios to your practice can help you gain back time in addition to reducing the middle- and back- office expense of managing money in-house.

Preparing your practice and clients as you transition.

Educate and communicate

Help clients connect the dots between their investments and goals. By introducing a discretionary investment manager, your clients gain access to experienced investment professionals solely focused on managing portfolios. Clients also benefit as you will have more time to manage more than just their assets.

Select the right providers for your practice

In evaluating investment management providers, be sure to identify if a firm:

- Offers portfolios that align with your clients' objectives.
- Demonstrates proven experience in asset allocation and risk management.
- Commits to timely communications and support, keeping you aware of portfolio changes and client performance.
- Provides an end-to-end platform to access the portfolios and digital tools to help streamline your business.

Transitioning deliberately

In moving to outsourced investment management, be deliberate and take your time. It is a longer-term decision to help you and your clients achieve long-term goals.