



# AssetBook

The Premier Portfolio Management System for Investment Advisors



Simplifying  
Reporting  
Trading  
Billing

# REAL INNOVATION

## PREMIER SAAS PORTFOLIO MANAGEMENT SYSTEM

AssetBook is the complete portfolio management system for investment advisors looking to minimize their administrative demands and maximize their client interaction.

AssetBook is the premier Portfolio Management Software as a Service (SaaS) designed specifically for Investment Advisors. AssetBook provides advisors with an industry-leading combination of web-based software and personalized service.



### PORTFOLIO REPORTING

- CONSOLIDATED STATEMENTS
- IRR AND TWR
- REALIZED/UNREALIZED GAIN/LOSS
- HOUSEHOLD REBALANCING
- ASSET ALLOCATION
- BILLING STATEMENTS
- PORTFOLIO PERFORMANCE
- ACTIVITY LEDGERS



### STRENGTHEN CLIENT RELATIONSHIPS

AssetBook helps strengthen advisor-client relationships with meaningful client reporting packages that keep them informed and in touch with you. If you're an investment advisor, your business is to manage your clients' investments and the professional relationships you have with those clients. AssetBook helps you do this efficiently and effectively by managing and organizing your client data, and then providing easy-to-use reports to help you manage your clients and your client relationships.

Since all AssetBook reports are available on line in the Client Access Portal, sharing financial information with your client only requires a few clicks.

### FLEXIBLE TO SUIT YOUR NEEDS

AssetBook's software is a Web-based application. It uses a SQL database to store information, and it uses Microsoft's .NET framework for the front-end, or "client facing," application. A distinguishing benefit of AssetBook is that on the AssetBook servers, each firm gets its own individual database. This gives Advisors the ability to customize the system to suit their specific need.



The result of this innovative combination is a flexible, dynamic portfolio management and reporting platform. Why is this important? Because traditionally many advisors spend as much as 80% of their time trading and maintaining their portfolio management system.

## AssetBook does the work for you!

### APPLICATION INTEGRATION

AssetBook has a built in web service that makes it possible to share data with other applications. We currently interface with several CRM and financial planning applications. AssetBook also easily exports data to Microsoft Word and Excel.

## AssetAllocator



AssetBook's core value proposition is the data administration. We are experts in data conversions from other portfolio management systems. When adopting AssetBook, you are free to bring all of your performance and cost basis data with you.

When considering a portfolio management system, Investment Advisors need to be able to answer the following questions:

- Is data management a core business competency?
- Is keeping a portfolio management system in-house worth the time required?
- Is keeping a portfolio management system in-house worth the resources required?
- Is keeping a portfolio management system in-house worth the risk?
- Are my accounts properly aggregated?
- Is my data accurate?
- Is the data updated and reconciled daily?



### BENEFITS FOR ADVISORS

- Increased Productivity
- Automation of Client Data Administration
- Web enabled, always accessible system
- All Critical Client Data at your Fingertips
- Better Time Utilization
- Integration with Other Practice Tools
- An Easy to Use and Cost-Effective Solution



### ASSETBOOK OFFERS

- Data Administration
- Easy to use web access
- Remodeling & Rebalancing
- Client Access Portal
- Account Householding
- Fee Billing
- Integrated Trading
- Partner Integration
- Security



### ASSETALLOCATOR

AssetAllocator is AssetBook's new integrated trading module.

AssetAllocator will streamline your trading process saving you time and money. This integrated trading system allows for both Account and Household modeling. By trading using Household modeling, you will minimize trading expenses.

REPORTING  
TRADING  
DATA ADMINISTRATION  
CLIENT ACCESS PORTAL  
BILLING

AssetBook CEO Rob Major began working on the technical side of the financial services business in 1992. He has spent his career working directly with RIA's both in-house and as a technology consultant. Rob has established himself as one of the industry experts in portfolio management software. Rob has been at the center of providing firm-specific software and time-saving automation for financial advisors. Rob and his team have developed numerous systems similar to AssetBook. AssetBook is the first Software as a Service (SaaS) that Major has built for advisors. Under Rob's leadership, AssetBook will continue to strive toward his vision of being a solid resource that advisors can count on to help them differentiate themselves to their clients.



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