BridgePortfolio®

Cure your back office blues.®

Small Account Solution

How are you handling small accounts? Do you feel that small account back office work is a barrier to having your "ideal" business? When you feel overwhelmed by back office chores that prevent you from reaching your goals, it's time to look for better solutions.

Bridge*Portfolio's* Small Account Solution removes the barriers to small accounts by helping you make them scalable, profitable and a source of recurring revenue. Plus, with Bridge*Portfolio*, you'll get advantages simply not available from other sources and usually reserved for larger accounts. You'll cure your small account back office blues with these advantages:

- **Your own private labeled website**
- **Portfolio model strategies**
- **Online risk profile**
- **Ability to work with custodians you already use**
- **Your own fee structure**
- **Online Account Opening, Reporting, Trade Modeling and Fee Calculation and Reporting tools**

Bridge*Portfolio's* Small Account Solution will free you to build your business and build your relationships with your clients.

Cure Your Back Office Blues®
With Bridge*Portfolio's* Small Account Solution

Bridge*Portfolio's* Small Account Solution delivers functionality that will help you streamline your business and make use of scalable technology to cure your back office blues. Bridge*Portfolio* truly gives you a complete solution, from the time you open accounts to billing for your fees.

The Small Account Solution puts these tools at your fingertips:

Account Opening Tool – Bridge*Portfolio's* solution takes the repetition out of account opening and it saves your time and your clients' time. Here's why:

- **Account Opening tools are online.** You go to your private labeled web site to open and support any type of client account.

- **You gather information only once.** Bridge*Portfolio's* solution stores client data online. Subsequent forms are automatically populated from data already stored.

- **Information is immediately available.** The Bridge*Portfolio* solution has what you need where you need it. Your investment policy statement and asset allocation strategy documents are online, so you can give them to your clients immediately.

- **Your risk assessment questionnaire is online, too.** This online questionnaire helps you assess your clients' risk tolerance so you can strategize portfolios and deliver a proposal to meet your clients' goals.

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Reporting – You do not need a PMS to use Bridge*Portfolio's* Reporting solution. Reports are online on your private labeled website. Here's how it works:

- **You don't download a thing.** Bridge*Portfolio* compiles account, custodial, trade, pricing and historical data from its own sources.
- **Accounts are downloaded and reconciled daily.** Bridge*Portfolio* downloads and reconciles almost 10,000 accounts every day.
- **Reports are posted to your private labeled website.** You're ready to go, anytime, anyplace.

Trade Modeling – Bridge*Portfolio* gives you a choice of two online trade modeling solutions, Dynamic Trade Modeling or Enhanced Trade Modeling. Using either solution means that you no longer have to trade custodian-by-custodian or limit the types of assets in your clients' portfolios.

- *Dynamic Trade Modeling* lets advisors manage and rebalance mutual funds, ETFs and/or individual securities at the model level. You can:
  - Set up investment models and manage them dynamically.
  - Allocate appropriate percentages at the asset level.
  - Make buys, sells or exchanges to the model. Client accounts are then executed at their respective custodians.
- *Enhanced Trade Modeling* lets advisors trade stocks, bonds, mutual funds and ETFs, and it delivers additional functionality. You can:
  - **Benefit from Straight through Processing** in which trades are directly routed to each custodian you use after trade and allocation files are confirmed.
  - **Review Block Orders and client allocations before submitting trade files.**
  - **Get the trading tools you need, including:**
    - Cash Rebalancer
    - What If Trading Scenarios
    - Account Adjuster
    - Gain/Loss Trading Modules
    - Compliance and Restriction Processing

Enhanced Trade Modeling also has special tools for UMAs and MSPs. You can create an unlimited number of models, use multiple managers within one account, automatically compare client accounts with models, hold duplicate securities within various models and automatically or manually allocate client contributions/withdrawals against the models. Additional tools for these specialized accounts are also available.

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Fee Calculation and Reporting – You have only two simple tasks when you use Bridge*Portfolio's* Fee Reporting solution: You review your fee reports online when it's convenient for you on your private labeled web site, and then submit the reports to the custodian for account debiting. Bridge*Portfolio* will:

- **Set up a fee schedule according to your perimeters.**
- **Run fee reports.**
- **Provide the reports online for you to review.**

Small account solution is ideal for firms looking to profitably offer their investment management expertise to clients that fall below the firm's minimum investment.

The Cure Is a Call Away

Call Bridge*Portfolio* today. The Small Account Solution makes it possible for you to serve a broad spectrum of clients while having a more profitable and efficient business. It's the cure for your back office blues.