BridgePortfolio

Cure your back office blues.

Total Account Solution

Advisors on-track for the ideal business look for comprehensive solutions to their business problems. They serve their clients and build new client relationships instead of focusing on new back office problems as they arise.

That's why Bridge*Portfolio's* Total Account Solution delivers a comprehensive business solution to you online on your private labeled web site. You'll have the tools to:

- Quickly and easily open and maintain accounts with the Account Opening Tool.
- Make reporting and reconciliation automatic with the Reporting Solution.
- Enhance trading at both the model and account level and use a wide variety of asset types in the Trade Modeling Tool.
- Use an independent due diligence firm in the development of your clients' investment models through Portfolio Model services.
- Make fee calculation and reporting a review-only function with the Fee Calculation and Reporting tool.

The Solutions for Your Ideal Business

Bridge*Portfolio's* Total Account Solution gives you the range of services you need for your ideal business, from opening the account and developing the right portfolios for your clients' needs to account maintenance and fee reporting. The Total Account Solution cures your back office blues because it includes:

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 how:

- **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.
- **You can interface with multiple contact management systems.** Bridge*Portfolio* gives you the ability to interface with multiple systems – like Redtail and Junxture – to create a seamless interface between the account opening tool and your contact management system.

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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.** In fact, Bridge*Portfolio* downloads and reconciles almost 10,000 accounts every day.
- **Reconciliation is automatic.** Bridge*Portfolio* does it all, including investing the upfront time needed to ensure data accuracy.
- **Reports are posted to your private-labeled website.** You're ready to go, anytime, anyplace, anywhere.

Trade Modeling – Bridge*Portfolio* delivers online Enhanced Trade Modeling solutions. Using this Enhanced 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

Dynamic Trade Modeling lets advisors *manage investments at the model level* instead of at the more time-consuming client level.

- **You set up investment models and manage them dynamically.** Models can hold mutual funds, ETFs and/or individual securities. Since you control the model's investments, you are in control of the model's goals and appropriateness.
- **You allocate appropriate percentages at the asset level.** This enables you to manage multiple portfolio models more easily, as well as manage thousands of accounts as one.
- **You make buys, sells or exchanges to the model, and client accounts are executed at the custodian.** You make changes at the model level in Bridge*Portfolio's* online system, which automatically allocates them to the client's account and sends them to the appropriate custodian.

Enhanced Trade Modeling

Enhance Trade Modeling lets advisors trade stocks, bonds, mutual funds and ETFs, and delivers additional functionality.

- **Benefit from Straight Through Processing** in which trades are directly routed to each custodian you use after trade and allocation files are confirmed.
- **Can see block and client allocation 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 or withdrawals against the models. Additional tools for these specialized accounts are also available.

Total Account Solution

Portfolio Models – Your clients have differing life goals that require a variety of model portfolios to achieve. Bridge*Portfolio's* Portfolio Modeling services provide:

- **Assistance in building portfolio models** through an independent due diligence firm so your clients get the individualized portfolios they want.
- **Experts who supply our independent due diligence firm** in the selection and maintenance of your models so that you know you have the right portfolios for your clients' needs.
- **Portfolio expertise from managers** who put their knowledge to work for you and your clients.

Fee Calculation and Reporting – You have only one task 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 website. Bridge*Portfolio* will:

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

The Cure Is a Call Away

Call Bridge*Portfolio* today. Bridge*Portfolio's* online Total Account Solution is the cure for your back office blues. Instead of focusing on back office problems, you'll have the time and freedom to do what you do best – help your current clients meet their investment goals and build your business.