

### Overview

Asset consolidation via Direct Business Monitor in NetX360® can help build practice value, transform your business, enhance the investor experience and provide greater oversight of assets to support your firm and advisors with evolving fiduciary responsibilities.

- › **View your firm's holistic picture** of directly held mutual funds
- › **Through a comprehensive, customized plan**, consolidate assets using a strategy and pace consistent with your firm's goals

### Growth at BNY Mellon's Pershing

Momentum behind mutual fund asset consolidation continues to grow among a diverse range of Pershing's clients. More firms now understand how they can benefit from consolidating their fund business vs. using the direct "Check and App" approach.

### Added value to investors

Points to consider:

- › Do your investors try to make sense of their financial picture from multiple financial organizations' statements?
- › Do they have to visit multiple investment-provider websites to keep track of their portfolios?
- › Are they aware of how consolidating their investment portfolios into a single brokerage account may benefit them?

There are a number of ways consolidating mutual fund assets may benefit investors:

- › **See the complete financial picture:** Consolidating portfolios allows investors to see their investment choices in one statement, reflecting all positions and activity within their account

- › **Benefit from convenient account access:** Through NetXInvestor®, investors may access account information with a single login, including brokerage account statements, tax statements and trade confirmations<sup>1</sup>
- › **Experience the power of combining assets:** Consolidating assets into a single brokerage account may provide additional investment choices for more effective asset management
- › **Take advantage of mutual fund breakpoints:** By consolidating assets onto Pershing's brokerage platform, investors may benefit from mutual fund breakpoints

### Added value to your firm

Asset consolidation may help your firm uncover potential opportunities to deepen client relationships, including the discovery of additional assets.

### Increase productivity

Providing advisors with the ability to manage a client's entire portfolio from a single online platform can be impactful.

Asset consolidation yields efficiencies in account setup, funding, trading, portfolio management and client service.

A more holistic view of client information may allow advisors to make better asset allocation decisions based on investment objectives. By taking advantage of tools in NetX360, such as pre-populated applications and e-Signature,<sup>2</sup> advisors and clients can spend less time on traditional account opening procedures and concentrate on meeting client goals.

- › Simplified account opening and client onboarding
- › Streamlined supervision and surveillance tools
- › Efficient, accurate trading
- › Automated portfolio management and reporting
- › Accelerated commission reconciliation

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## Providing guidance

Once you choose to move forward, Pershing will work closely with your firm to define a customized consolidation plan, including outlining roles and responsibilities to help ensure a successful consolidation process.

## Work with an industry leader

- › **Financial strength with a full range of solutions:** Pershing is the industry's leading provider of clearing services, with over 75 years of experience supporting financial organizations globally
- › **The nation's oldest banking organization:** Pershing's parent company, BNY Mellon, is the holding company for the oldest, continuously operating bank in the United States and ranked among the world's largest financial services companies
- › **Data integrity and privacy:** Pershing safeguards all personal data and account information utilizing comprehensive security methods, extensive backup systems and well-developed contingency plans

## Next steps

For more information on how consolidating your clients' assets onto the Pershing brokerage platform can help your firm, please contact your Financial Solutions Consultant.

<sup>1</sup> Investors must self-enroll to receive certain account communications electronically via NetXInvestor.

<sup>2</sup> A rollout is required to access e-Signature unless you are an existing user. Contact your Pershing Account Manager for additional information regarding e-Signature technology available through NetX360 Client Onboarding.

## You can also contact your Financial Solutions Consultant for more information.

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