

# Managed360<sup>®</sup>

## Accessible Through NetX360<sup>®</sup>

### Managed360 Solutions

Proposal Generation

Portfolio Analytics

Performance Reporting

New Account Opening

Account Maintenance

Billing

Investment Solutions and Research

Education and Training

#### Investment solutions

Advisors can potentially meet the needs of all market segments, from emerging investors to ultra-high net worth investors through investment solutions such as:

- › Third-party model providers
- › Mutual fund/exchange traded fund (ETF) wrap accounts
  - Fixed and flexible allocation models
- › Unified managed accounts
- › Separately managed accounts (SMA)

To learn more about our managed account solutions, contact your relationship manager or to find out more information visit us on the Web:

[Pershing.com/managedinvestments](http://Pershing.com/managedinvestments)  
[Lockwoodadvisors.com](http://Lockwoodadvisors.com)

### Overview

Managed360<sup>®</sup> is a managed account solution available to Pershing LLC<sup>1</sup> clients and offered through Lockwood Advisors, Inc. (Lockwood)<sup>2</sup>. The program offers access to leading third-party model providers and delivers mutual fund/exchange-traded fund (ETF) wrap accounts, unified managed accounts (UMA) and hundreds of separate account managers. Managed360 is a scalable managed account solution that is integrated within NetX360<sup>®</sup>. Investment selection, due diligence and portfolio management recommendations come from Lockwood, which is supported by institutional-quality research from the BNY Mellon Manager Research Group.

Managed360 enables advisors to work efficiently within our integrated managed investments platform and keep assets within one overall technology platform—NetX360. This offering can be quickly delivered with limited implementation dependencies.

#### Third-party model providers

Managed360 provides advisors access to third-party model providers, which offer a diverse menu of mutual fund or ETF models to assist in managing a client's portfolio.

The current third-party model providers include:

- › AlphaSimplex Group, LLC
- › BlackRock Investment Management, LLC
- › Calvert Investments, Inc.
- › Invesco Advisers, Inc.
- › LWI Financial, Inc. (Loring Ward)
- › Morningstar Investment Services, Inc.
- › Russell Investments
- › Vanguard Advisers, Inc.

#### Laddered-bond portfolios

For advisors seeking to potentially minimize interest-rate risk, increase liquidity and diversify credit risk for clients, Managed360 offers laddered bond portfolios from two fixed income managers:

- › Nuveen Investments
- › Lord, Abbett & Co. LLC

As of April 21, 2017

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## **Proposal generation**

Pershing's proposal system creates a comprehensive investment proposal and includes a portfolio comparison tool depicting a current portfolio versus a proposed portfolio. This tool can help advisors acquire new clients and engage existing clients with a high quality investment proposal.

## **New account opening**

Managed360 offers integrated account opening solutions to reduce the time it takes to open a new account. Within this toolset, users can make changes to retail brokerage accounts—including a conversion to a managed account—with minimal effort, providing users with more time for client engagement.

## **Account maintenance**

With Pershing's fully integrated account maintenance features within NetX360, complex or simple maintenance requests for client accounts can be met with ease. Tasks once performed individually may now be combined, creating a more streamlined experience.

## **Performance reporting**

Pershing's performance reports can help advisors effectively manage sophisticated client relationships with our performance householding capabilities. The on-demand reporting features reflect data as of the prior day close of business, and quarterly performance reports will display account- or household-related data in an intuitive and client friendly format.

## **Investment solutions and research**

The complexities often associated with portfolio construction, investment vehicle selection and money manager due diligence can be simplified with the help of Lockwood's institutional-quality research, which is powered by the BNY Mellon Manager Research Group.<sup>3</sup>

## **Portfolio analytics**

Pershing's portfolio analytic tools can analyze investment holdings to create a portfolio that suits unique client needs. These tools are powered by Morningstar data and may highlight potential issues within a client's current portfolio such as inadequate diversification, portfolio or asset concentration, portfolio risk and portfolio performance.

## **Billing**

Pershing's enterprise billing system provides flexible billing reports and filtering tools for sophisticated data file processing. Billing starts with the account inception and continues through ongoing quarterly billing. Pershing facilitates all fee processing (program, manager and advisor fees).

## **Education and training**

Comprehensive educational resources are available for Managed360 users, including on-demand training modules, onsite product training and dedicated sales and service desks.

## **Program Benefits**

Through Managed360, the managed investments experience has been simplified. This turnkey solution allows advisor firms to work more efficiently, which can give them more time to focus on their investors and advisors. Managed360 is delivered in a scalable format to provide advisors access to a broad spectrum of investment solutions.

Managed360 features the expertise of Lockwood as the program sponsor and an investment solutions provider, who is supported by the depth of BNY Mellon Investment Management as Lockwood's provider of centralized research.

Managed360 is fully integrated within Pershing's leading technology platform, NetX360. The result is an elegant and operationally efficient experience.

Advisors have access to:

- › An integrated managed account solution
- › A new account opening and account maintenance workflow system
- › Access to third-party asset managers and model providers
- › A range of managed account investment solutions, including mutual fund/ETF wrap accounts, unified managed accounts and separately managed accounts
- › Institutional-quality research delivered by Lockwood and powered by the BNY Mellon Manager Research Group
- › Investment selection, due diligence and portfolio management recommendations from Lockwood

### **Benefits to the advisor**

Managed360 is for advisors who already offer managed accounts to clients and want to grow client assets, or advisors seeking to enter the managed account business. Advisors will benefit from:

- › **An Elegant Solution**—Managed360 offers access to a leading integrated managed account technology platform, with support from Lockwood during the client engagement process. From proposal to performance reporting, Pershing can support advisors and investors during the entire account lifecycle with levels of efficiency.
- › **Advisory Based Solutions**—The regulatory landscape continues to evolve during a time when investment advice has never been more critical to all levels of wealth. Turn to Pershing to access solutions that can help you transition to an advisory-based practice and evolve your investment offering as regulations change, such as with the Department of Labor fiduciary rule.
- › **Business Development and Sales Support**—Managed360 can offer advisors assistance from a seasoned regional wholesaling team to train on investment solutions. Additionally, advisors will have access to a customized approach to investment solutions for investors from Lockwood's Advisory Consulting Services team to support the most complex cases.<sup>4</sup>
- › **A Competitive Offering**—Advisors can compete by using some of the industry's leading capabilities within Managed360. This managed account solution can help support some of the most complex needs of a sophisticated investor, while also meeting the needs of investors who are building wealth.

<sup>1</sup> Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, is not a registered investment adviser and does not offer investment advisory products, programs or services.

<sup>2</sup> Investment advisory and overlay services provided by Lockwood Advisors, Inc. Lockwood Advisors, Inc. is an SEC Registered Investment Adviser and an affiliate of Pershing LLC, each subsidiaries of The Bank of New York Mellon Corporation.

<sup>3</sup> Lockwood receives certain research services from BNY Mellon's Manager Research Group in manager research, due diligence, ongoing monitoring, creation and the preparation of this report. Lockwood is an affiliate of Pershing, both wholly-owned subsidiaries of BNY Mellon. Pershing LLC, member FINRA, NYSE, SIPC.

<sup>4</sup> Advisory Consulting Services provided by Lockwood Advisors, Inc.

## Important Disclosures

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Lockwood is the sponsor of Managed360, a wrap fee program for which it provides investment advisory and overlay services. Pershing is not a registered investment adviser and does not offer investment advisory products, programs or services. Pershing provides wholesaling support, proposal generation and billing services. Investment advisory and overlay services provided by Lockwood.

For more information about Lockwood, as well as its products, fees and services, please refer to the Form ADV Part 2, Wrap Fee Brochure for the Managed360 Program, which may be obtained by writing to Lockwood at: 760 Moore Road, King of Prussia, PA 19406, or by calling (800) 200-3033, option 3.

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