

## SOLUTION SNAPSHOT

# Corestone®

## Overview

Strengthen the relationship between advisors and investors, simplify investors' financial lives, offer added convenience, and deliver consolidated portfolio reports with Corestone®, BNY Mellon's Pershing's asset management account.

### INDUSTRY STATISTICS AND GROWTH

- The average size of a Corestone account is over two times larger than the standard retail brokerage account<sup>1</sup>
- Corestone can help retain billions of dollars in required minimum distributions (RMDs) that Pershing distributes annually<sup>1</sup>

### ADDED VALUE TO YOUR FIRM

- **Improve profitability and drive growth** through consolidation and asset retention
- **Deepen client engagements** and strengthen relationships
- **Increase satisfaction** by helping meet investor liquidity and Individual Retirement Account (IRA) distribution needs

### ADDED VALUE TO ADVISORS

- **Gather more client assets** and establish stronger long-term relationships
- **Manage an investor's entire portfolio** from a single online platform
- **Increase efficiency** by allowing investors easy access to their funds
- **Re-engage with inactive investors** by helping them manage their daily financial lives

### ADDED VALUE FOR INVESTORS

Corestone keeps finances in one place. Investors may track spending, write checks, make purchases and get cash. Key features include:

- Unlimited check writing and initial check order at no charge
- Benefits for higher tiers include a Visa® debit card, a complimentary RewardSuite® loyalty program and free dividend reinvestment (Platinum only)
- Set up direct deposit and authorized debits using their routing and checking account number

- Make online purchases by simply entering their Visa debit card number, expiration date, and CVC at the point of sale
- Set up mobile wallet options such as Apple Pay® by adding their Visa debit card number, expiration date, and CVC to quickly and securely pay with their mobile device
- Pay bills online using BillSuite™, a complimentary service for NetXInvestor users
- Send money via peer-to-peer services like Venmo and PayPal using their checking account or debit card
- Retrieve check images online

### CONVERSATION STARTERS FOR ADVISORS

Investors in different life stages may benefit by consolidating their assets in one place.

- **Asset gatherers**—Access funds conveniently
- **Business owners**—Manage assets and cash flow
- **Nearing retirement**—Track income, including direct deposit of Social Security checks
- **In retirement**—Plan for RMDs by establishing automatic distributions to the Corestone account

### COSTS

- No cost to your firm (If you elect to customize your Corestone program, additional fees will apply)
- Annual tiered fee for investors
  - Redemption of Rewardsuite points for eligible tiers may help offset fees

### CUSTOMIZATION OPTIONS

- **Semi-customization**—printing your logo onto the corestone debit card and check stock<sup>2</sup>
- **Full customization**—complete branding of debit card and check stock<sup>2</sup>
- **Bank customization**—full customization using your firm's bank affiliate (determined by bank requirements)

## PERSHING'S SUPPORT

- Dedicated Pershing Operations team to support your firm and advisors
- 24/7 investor toll-free number including a Spanish option

## AGREEMENTS

- There are no separate agreements required between Pershing and your firm
- For investors: Corestone application, agreement

## RESOURCES

Visit NetX360®'s Marketing Center:

- Corestone investor brochure
- BillSuite investor fact sheet
- RMD retention fact sheet and investor RMD reminder statement inserts

## NEXT STEPS

- Incorporate Corestone into your new account opening process
- Promote the upgrade opportunity for select clients

## Corestone Features

		SILVER	SILVER PLUS	GOLD	PLATINUM
INVESTMENTS	Daily sweep of uninvested cash	•	•	•	•
	Complimentary dividend reinvestment			•	•
DEPOSITS	Direct deposit	•	•	•	•
SPENDING	Unlimited check writing with no per check minimum	•	•	•	•
	Free bill payment and electronic check presentment with BillSuite	•	•	•	•
	The ability to use a checking account for electronic fund transfer, insurance payment and trust payment needs	•	•	•	•
	Visa debit card		•	•	•
	Purchase protection and travel benefits			•	•
	RewardSuite loyalty program, available at no additional charge			1 point/ \$1 spent	1.5 points/ \$1 spent
	Reorders of wallet checks	\$12.50	\$12.50	\$10.00	\$7.50
CASH	Free stop payment orders				•
	Free access to 15,000 PNC Bank ATMs and over 43,000 Allpoint network ATMs		Up to \$500 Daily	Up to \$1,500 Daily	Up to \$3,000 Daily
	Fee reimbursement on non-network ATMs			Up to \$5 Monthly	Up to \$10 Monthly
REPORTING	Online check image retrieval (front and back) <sup>4</sup>	•	•	•	•
	Enhanced cost basis reporting for investments			•	•
	Expense coding and tracking			•	•
	Statements record expenses by category			•	•
	Year-end account summary of expenses by category			•	•

<sup>1</sup> Source: Pershing data as of December 31, 2018.

<sup>2</sup> Initial cost estimates. Cost for checkbooks and shipping may be higher.

## Contact Us

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