

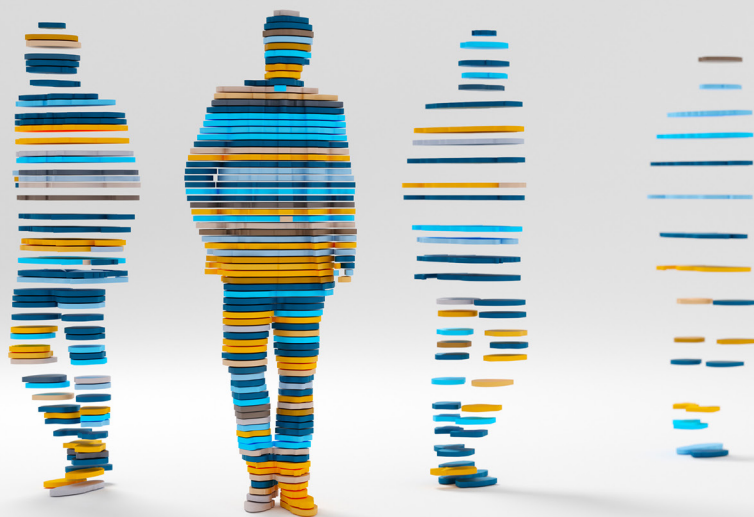
Vestmark Manager Marketplace™

The *Future* of Manager Access

Helping to Solve the Access Dilemma



Embrace the transformation towards a more *personalized client experience.*



Embracing the Evolution of Model Portfolios


As stated in a recent Cerulli report, “...the mutual fund vehicle, upon which so many asset managers built their business, is becoming increasingly out of favor as newer vehicle structures bring capabilities to market that meet the ever-changing demands of advisors and investors.”¹.

As Wealth Management firms seek to build and maintain competitive investment platforms and portfolio solutions to attract and retain advisors and clients, they must embrace this evolution, which brings the opportunity to deliver more true personalization. However, maintaining – and expanding – a roster of managers and strategies can be a resource intensive endeavor that comes with several key challenges.

This e-book describes some of these challenges and outlines how the Vestmark Manager Marketplace (VMM) can partner with your firm to solve them. VMM is a single contract, conflict free, truly open architecture supermarket of SMA managers, indexes, fund and ETF strategies, that seeks to eliminate the administrative burden of maintaining your own manager roster.

Challenge 1:	Sourcing and Supporting Strategies	➤
Challenge 2:	Data Collection and Due Diligence	➤
Challenge 3:	Supporting Personalization and Customization at Scale	➤

¹ Source: The Cerulli Report. “US Asset and Wealth Manager Edge. May 2023.”



Streamline
the time and
resources
necessary to
provide choice
and stay
current with
the market.

Challenge 1:

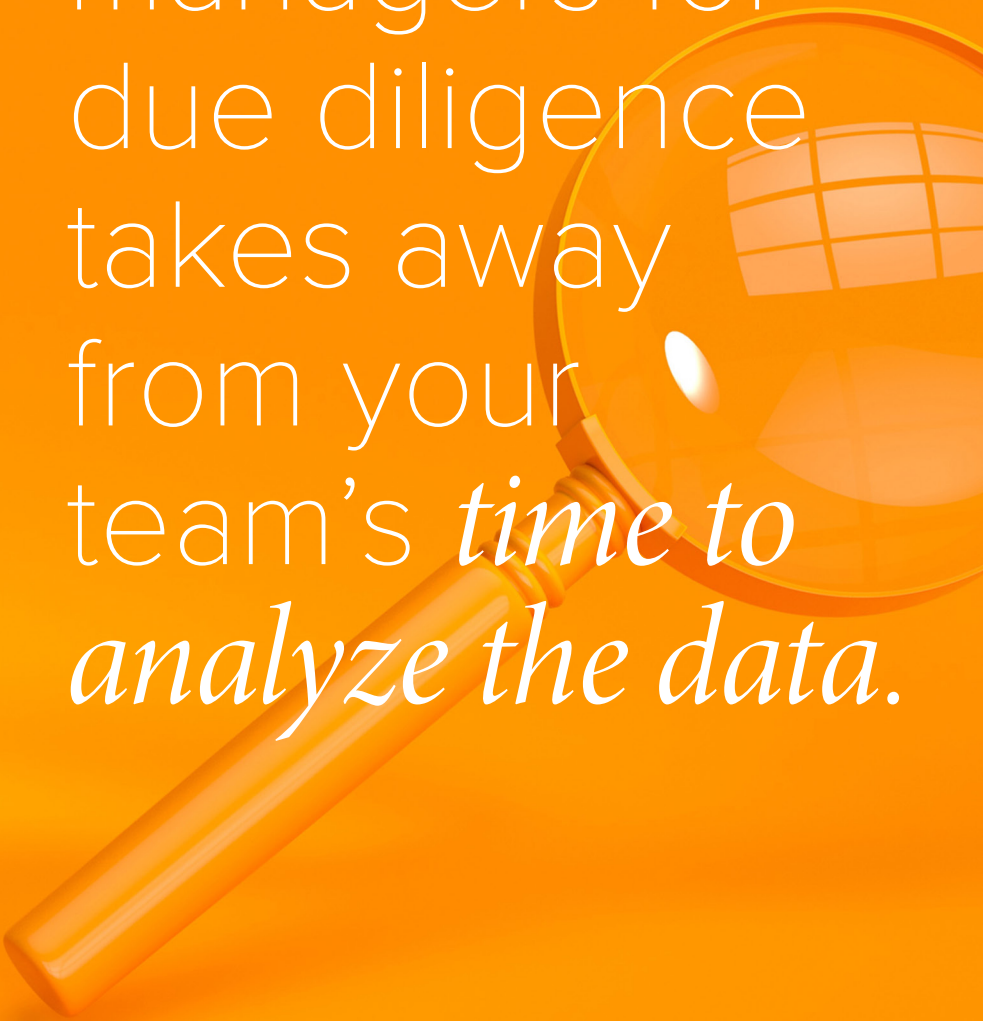
Sourcing and Supporting Strategies

Maintaining a breadth of choice for your advisors, staying current with market trends and new products, and being able to quickly and easily add managers for recruits can make maintaining and curating your own roster of managers and strategies complex. This means time spent by multiple home office teams and potentially long lead times to get managers and strategies added.

VMM Solution

We do the heavy lifting for you, so that you don't have to be constantly monitoring what's new and what's coming or keep track of the contract status and whose turn is it to respond with a redlined version.

As an open architecture manager marketplace, VMM is constantly scanning the market and adding managers and strategies. With our streamlined manager onboarding, single-contract solution – you can quickly and easily meet your advisors' needs, add managers and strategies to facilitate recruiting, and either curate a list or provide access to the entire marketplace, whatever works for your firm and your advisors to help them provide the best service and solutions to their clients. We also centralize billing and handle reporting back to the managers to help relieve those ongoing operational burdens for you.



Spending
time chasing
managers for
due diligence
takes away
from your
team's *time to
analyze the data.*


Challenge 2:

Data Collection and Due Diligence

Sending out due diligence questionnaires, chasing delinquent managers for responses, consolidating responses that come back with inconsistent formats and content all take your team's time away from the important work of assessing the information and performing the analysis your advisors are relying on you to do.

VMM Solution

Through our partnership with DiligenceVault®, you can access standardized due diligence questionnaires for all managers and strategies on the marketplace, saving you time and resources, and allowing your investment research teams to focus on value-added research and manager assessment.



Arguably
the biggest
challenge is
supporting
personalization
*for individual
accounts.*

Challenge 3:

Supporting Personalization and Customization at Scale

In today's world, clients are demanding very personalized experiences, which requires hyper-tailored advice and solutions. Firms can respond to this trend by offering customization that incorporates investor values, goals and individualized tax-management. Embracing this trend can help to differentiate your firm, however, enabling this level of personalization and customization of individual accounts can seem like a daunting process with model-based manager strategies.

VMM Solution

VMM can be a one stop shop, providing you with a manager roster and the tools to enable personalization and tax-management across individual accounts in a scalable way. With expanded capabilities offering tax-transition and ongoing tax-optimization for any strategy on VMM, Vestmark can help you offer your advisors the tools to create tailored portfolio solutions at scale. Additionally, Vestmark can further alleviate operational burdens with a fully outsourced trading solution managed by our experienced trading team.



Solution Driven Industry Experts

Vestmark Manager Marketplace™

Our goal is to help you grow your business by standing out in the crowded marketplace.

VMM is built on the premise that product quality speaks for itself. We are not biased. We do not promote product. We have created a network through which managers and sponsors can seamlessly connect, with a single contract, centralized billing/payment collection, reporting on assets accounts and flows, and streamlined manager onboarding – with no minimum AUM or due diligence hurdles. Our aim is to offer an open architecture marketplace to streamline the personalization of advice.

If you're a wealth manager seeking access to asset managers and strategies at the click of a button as well as lower fees and a more efficient process, connect with us to learn more about how we can help.

Let's talk.



Connect with us at
inquiry@vestmarkmm.com



About Vestmark:

Founded in 2001, Vestmark is a leading provider of portfolio management/trading solutions and outsourced services for financial institutions and their advisors, enabling them to efficiently manage customized client portfolios through an innovative technology platform. Supporting over \$1.5 trillion in assets and 5.5 million accounts, Vestmark is a partner to some of the largest and most respected wealth management firms.

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