

# How I streamlined my practice and increased efficiency with Advyzon

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# What is Advyzon?

Advyzon is an intuitive, cloud-based platform that combines portfolio management, flexible performance reporting and client portals, client relationship management (CRM), planning, and business intelligence. Designed with a focus on ease of use and user experience, Advyzon partners with investment advisors to help grow their businesses efficiently and profitably. We are a team of entrepreneurs with decades of experience serving financial advisors. Continuous innovation and providing superior value and support to our clients are the principles Advyzon was founded on.

# Commitment to service

- Highly experienced and committed team
- Advyzon handles data conversions

# CRM

- Collecting all pertinent information about Clients and Prospects
- Regulatory agency data collection
- LINKING DATA POINTS

**Investment Strategy**

Investment Objective: Capital Appreciation

Investment Time Horizon: Intermediate (6 to 10 ye...)

**Agreement**

RIA contract date: 02/09/2010

Privacy notice delivery: 02/09/2016

Ethics code delivery: 02/09/2016

ADV annual update delivery: 02/09/2016

Name \*: Washington Family (Sample Client)

Display name: Washington Family (Sample Client)

Rating: 5 Star

Next review date: 08/31/2014

Contract signed date: 04/24/2012

Tags: Golf, Fishing

**Activity**

General | Related Notes

Activity name \*:

Type: Meeting

Start date and time \*: 02/09/2016 07:30 AM All Day

End date and time \*: 02/09/2016 08:00 AM

Location:

Related to: Search

Assigned to \*:

Priority:

Status:

Reminder:

Repeat:

Description: Semi-annual Review Prep/Follow-up

Save Cancel

# Office Work

- Workflows
- Work Groups

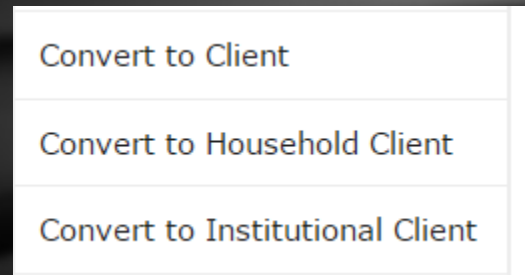
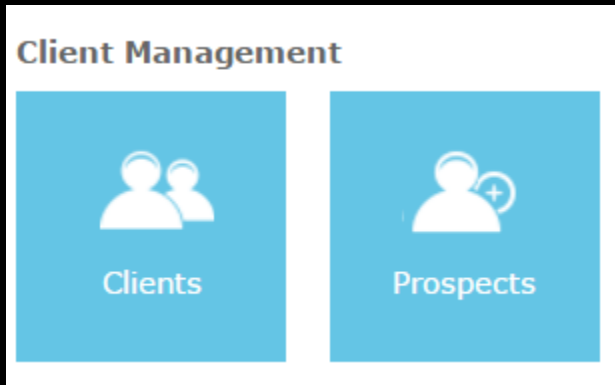
The screenshot displays a workflow management interface with a legend at the top and a grid of task cards below. The legend includes: Completed (green checkmark), In Progress (blue play button), Not Started (grey exclamation mark), Deferred (orange pause), Waiting for feedback (orange clock), and Skipped (grey minus sign).

The task cards are arranged in a grid:

- Completed:** A large green play button icon is visible on the left side of the interface.
- In Progress:** A green card titled "Gather Client Papework" by "Sample Advisor" with a green checkmark icon in the bottom right corner.
- Not Started:** A grey card titled "Schedule Initial Meeting" by "Sample Advisor".
- Deferred:** A grey card titled "Process ACATs" by "Sample Advisor" with a grey exclamation mark icon in the bottom right corner.
- Deferred:** A grey card titled "Create Initial Plan" by "Sample Advisor".
- Waiting for feedback:** A grey card titled "New Client Meeting" by "Sample Advisor" with a grey clock icon in the bottom right corner.
- Skipped:** A grey card titled "Meeting Follow Up" by "Sample Advisor" with a grey minus sign icon in the bottom right corner.

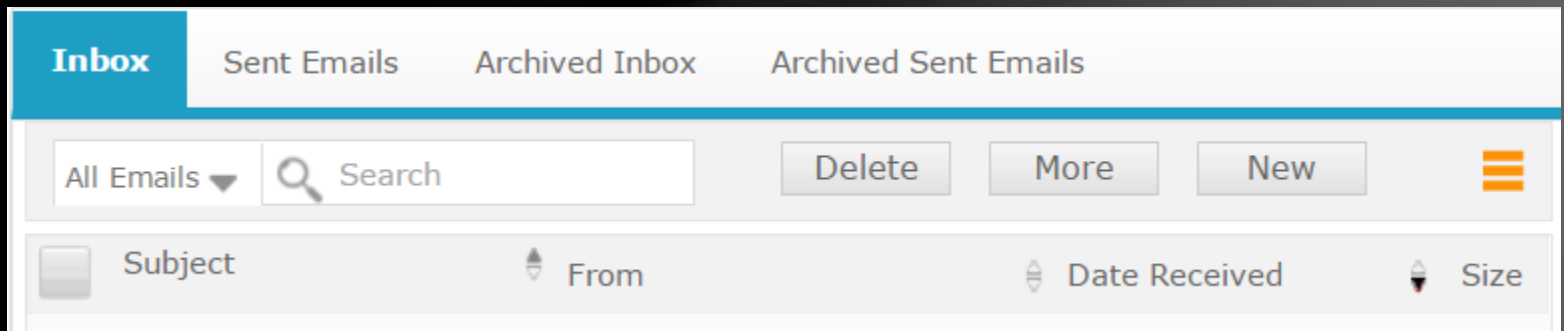
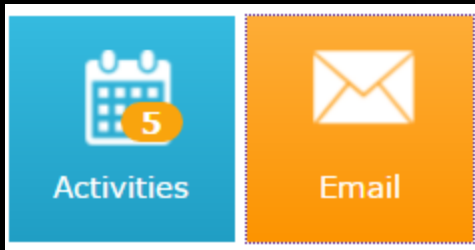
# Prospecting

- Segregating Clients from Prospects in the same database
- Marketing



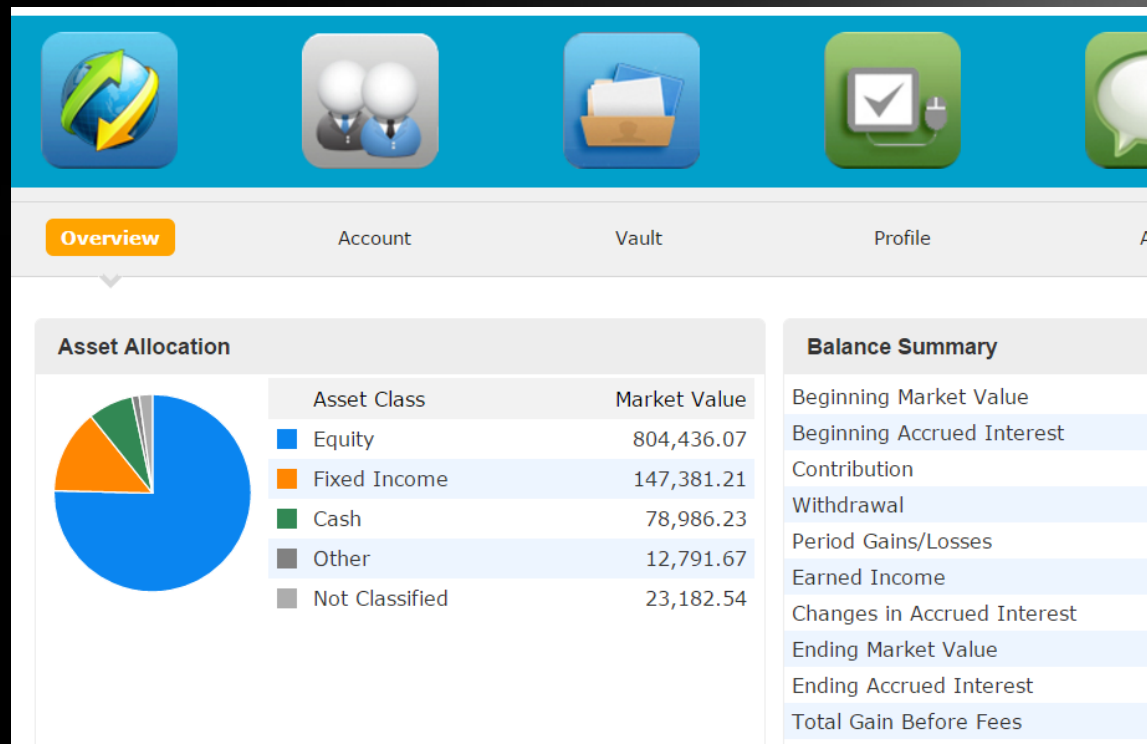
# Email & Calendar Management

- Integration with Office 365 (Google also supported)
  - This works just like your phone
- Email retention



# Client Communication

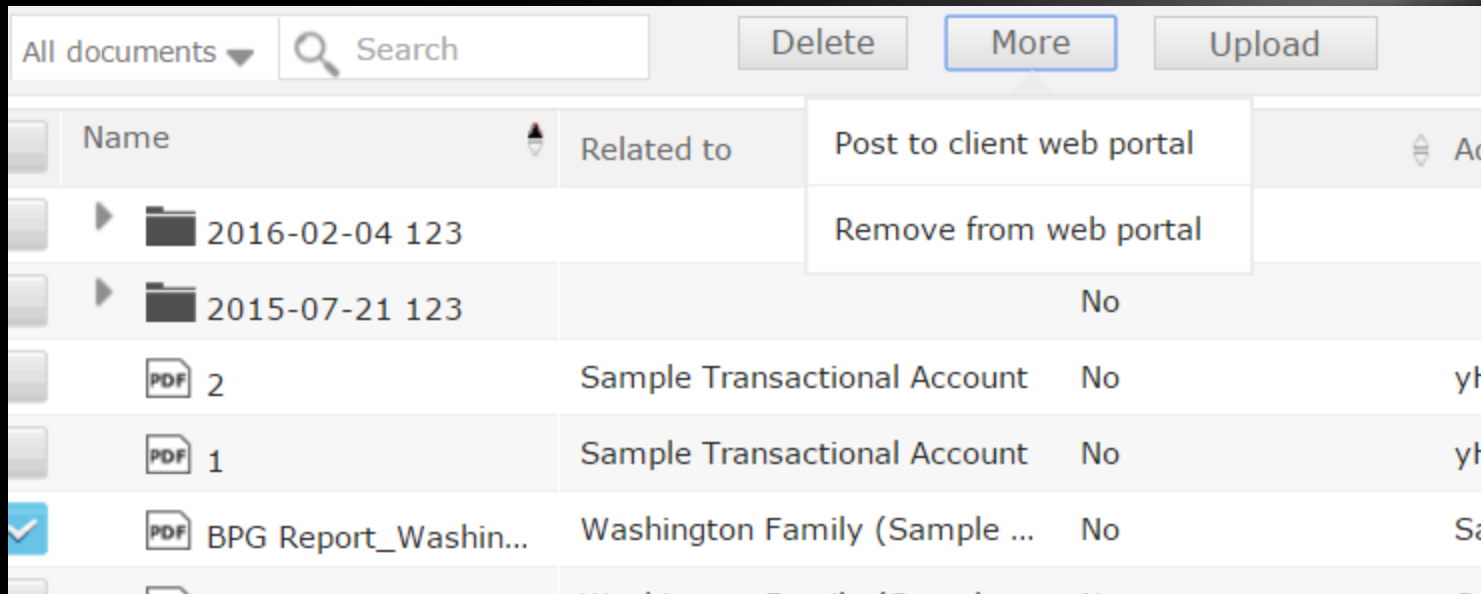
- Client Portal
- Personal data storage & adviser document vault
- Highly customizable layout





# Document Management

- Advyzon report archiving
- Outside document storage
- Create your own storage conventions & instantly share via Portal



# Integration

- Advyzon team imports & reconciles daily
- LaserApp integration
- Deep integration with TD Ameritrade
  - Single sign on, operational alerts, announcements, intra-day positional data, CRM, billing

The screenshot shows a web interface for configuring API access. At the top, there are two tabs: "Single Sign On" and "API Access", with "API Access" being the active tab. Below the tabs is a blue header bar with the text "Please enter your credentials so Advyzon can seamlessly pull relevant information from your service provider". The main form area is divided into three columns: "Service Provider", "User Name/Id/Email Address", and "Password". Under "Service Provider", there is a dropdown menu with "TD Ameritrade Instituti..." selected. Below the dropdown, there are two options: "TD Ameritrade Institutional" (which is checked with a blue checkmark) and "Laser App Anywher(BETA)". Under "User Name/Id/Email Address", there is a text input field containing "user name". Under "Password", there is a text input field containing "password".

Service Provider	User Name/Id/Email Address	Password
TD Ameritrade Instituti...	user name	password

TD Ameritrade Institutional  
Laser App Anywher(BETA)

# Portfolio Management

- Data accuracy and integrity
- Easy, readable reports
- Advyzon team builds custom templates when needed
- Custom templates can be deployed as Client Portal, as well as reports

# Sample Report



## Client Overview

Washington Family (Sample Client) - Aggregated

Gross of Fee	Currency	Start Date	Period End
TWR	USD (\$)	07/01/2015	09/30/2015

### Asset Allocation

Period End Date: 09/30/2015



Asset Class	Market Value
Equity	792,315.07
Fixed Income	146,559.28
Cash	78,323.63
Other	12,566.45
Not Classified	23,297.59

### Portfolio Performance Summary

Period Date: 07/01/2015 to 09/30/2015

Beginning Market Value	1,074,875.37
Period Realized Gains/Losses	-34.00
Period Unrealized Gains/Losses	-24,753.90
Net Investment	-676.40
Earned Income	92.32
Changes in Accrued Interest	-4,460.97
Ending Market Value	1,049,503.39
Total Gain Before Fees	-29,156.55
Period Return	-2.69 %

### Accounts

Account Name	Account Number	Account Sub-type	Market Value	Weight	YTD
Sample Transactional Account	56889900	Individual	417,631.87	39.66 %	-0.39 %
Sample SEP IRA	912989898	SEP IRA	635,430.15	60.34 %	-3.55 %

# Billing

- Integrated with portfolio management engine
- Produce both a custodian upload file and a client statement
- Advyzon billing supports highly complex RIA fee structures with ease

General Proration **Rate**

Billing Method: Tiered Fee  by Percentage  by Amount

Bill at Single Rate  Bill by Total Portfolio

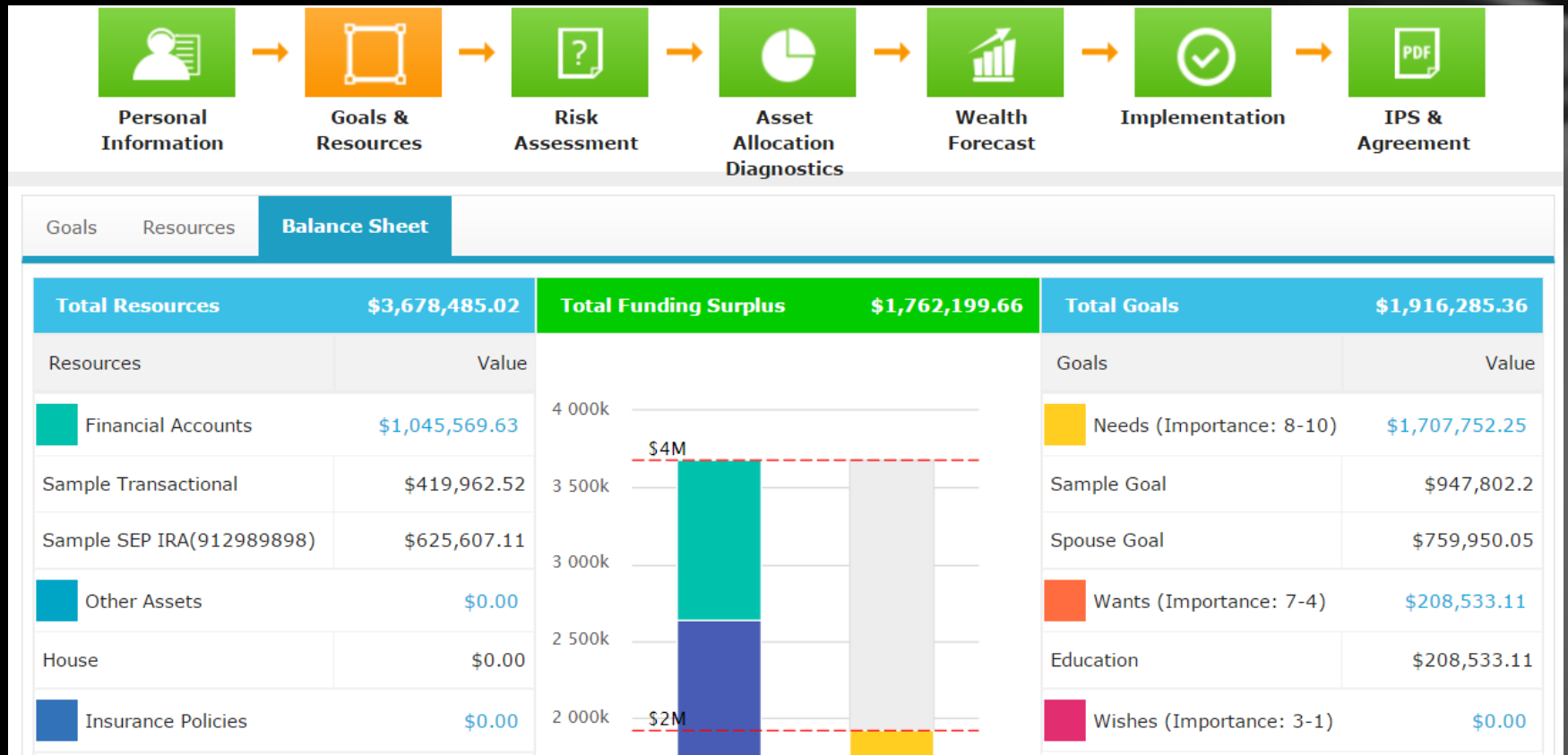
Annual Additional Fee:   Bill By Categories

Billable Balance on 12/31/2015: 1,062,908.32 Billing Period: 10/01/2015 - 12/31/2015

Rate Tier From	To	Management Company Rate %	Advisor Rate %	Total Annual Rat	From	To	Actual Rate	Billed Amount	
0.0					100,000.00	250,000.00	1.50 %	945.21	
					250,001.00	500,000.00	1.25 %	787.67	
					500,001.00	1,000,000.00	1.00 %	1,260.27	
					1,000,001.00	-	0.75 %	118.92	
<b>Fee Tier Calculation</b>									
Securi									
<b>Adjustments</b>									
Description							Adjusted Fee Amount	Type	Date
-							-0.07	-	-
Cash flow adjustment from 2015-10-01 to 2015-12-31							0.07	Credit	11/02/2015
<b>Fee Allocation</b>									
Account Name			Account Number		Fee Allocation Weight		Fee Allocation Amount		
-			-		100.00 %		3,112.00		
Sample SEP IRA			912989898		60.53 %		1,883.84		
Sample Transactional Account			56889900		39.47 %		1,228.16		

# Financial Planning

- Balance Sheet planning approach
- “One input” fact finding



# Business Intelligence

- Important practice level information and insights



**Business Analytics** Edit

Top 5 Most-Purchased Securities					Top 5 Most-Sold Securities				
WTD	MTD	QTD			WTD	MTD	QTD		
Security name	Security type	# of buys	Total quantity	Total amount	Security name	Security type	# of sells	Total quantity	Total amount
No data to display					No data to display				

Top 5 Clients by Assets				Top 5 Securities in Clients/Accounts			
WTD	MTD	QTD		# of accounts	Total amount		
Client name	Total asset	Change				% of total asset	
Washington Family (Sample Client)	\$1,066,677.71	0					

**Edit** ? ✕

- Top 5 Most-Purchased Securities
- Top 5 Clients by Assets
- Top 5 Most-Sold Securities
- Top 5 Advisors by AUM
- Top 5 Advisors by Increased AUM
- Top 5 Securities in Clients/Accounts

Save Cancel



Client Management



Portfolio Management



Planning

Learn more at [www.advyzon.com](http://www.advyzon.com) or call 844-829-0039