

# What does your brand say about you?

Elements of a strong brand and how technology can help you consistently reinforce your message.

Steeve Pratte, Business Analyst

# About Croesus



All-in-one software for RIAs

- Portfolio management
- Performance calculations
- Client reporting

**\$800 Billion**  
Client Assets

Since 1987

**9,700**  
Users

150 employees

Offices in San Diego, Toronto and Montreal

# Clients in North America



Serving investment firms of all sizes throughout North America

- RIAs
- Banks
- Broker dealers
- Asset managers
- Financial planners
- Online/direct investing

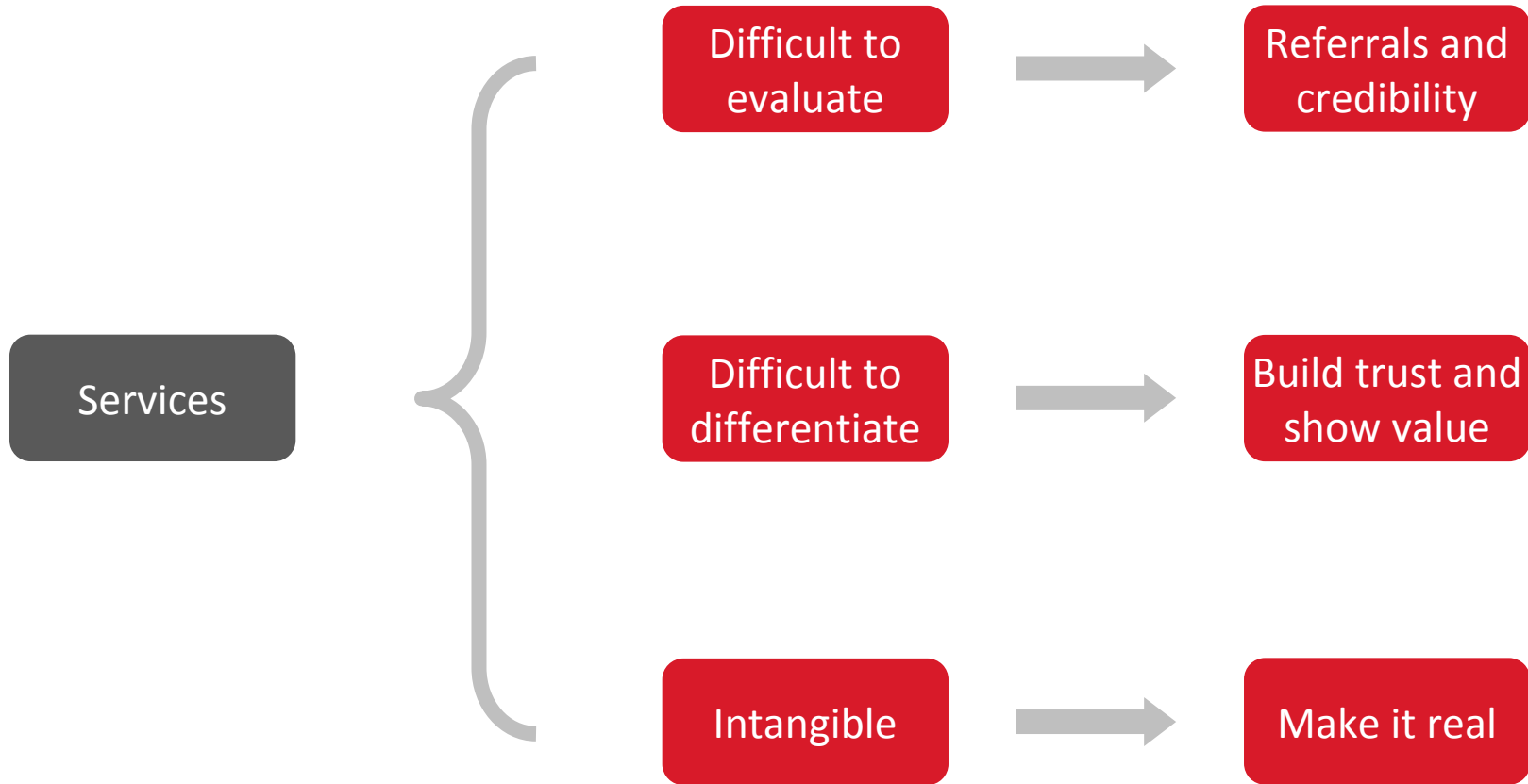


**RAYMOND JAMES®**



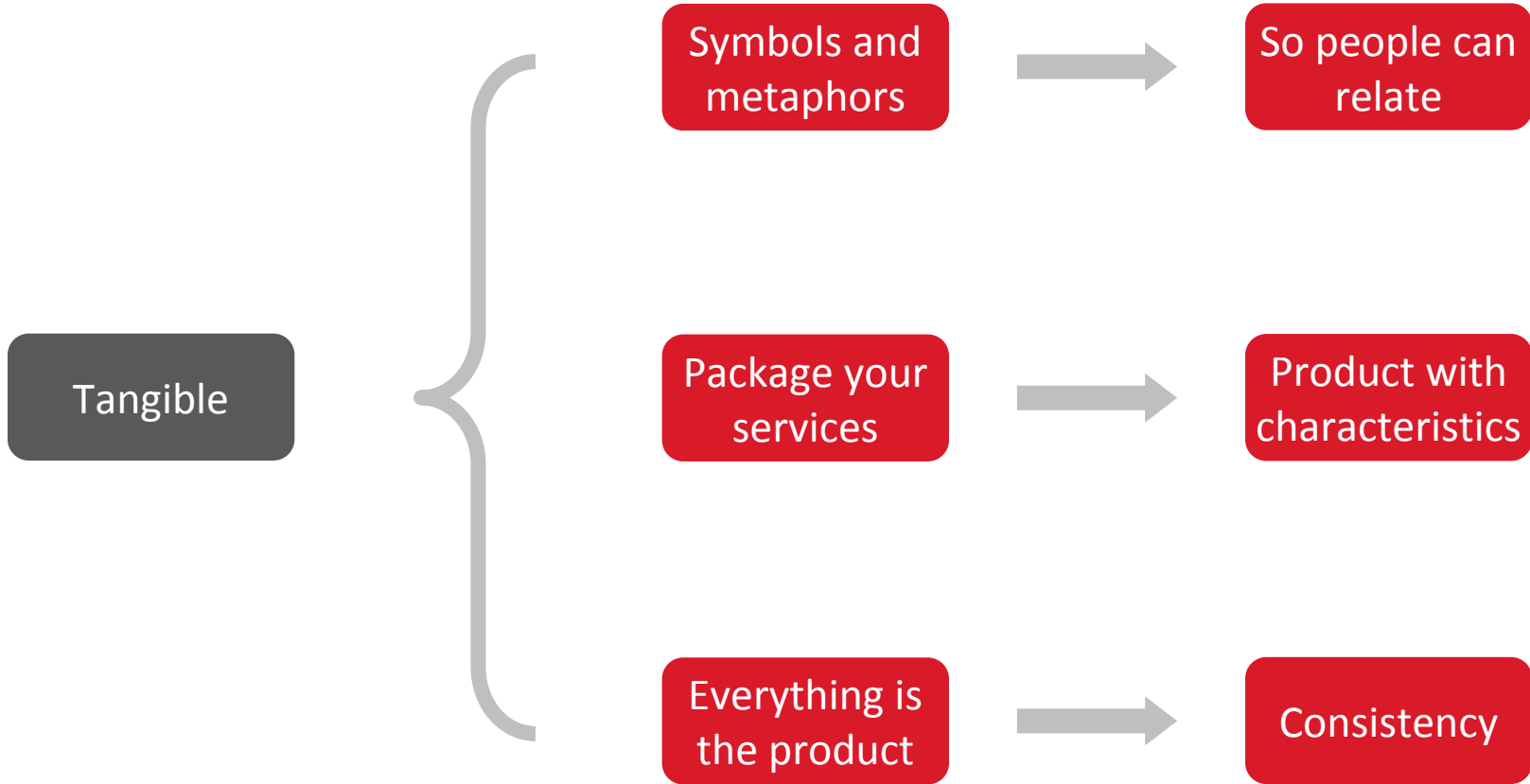
CIBC  
Wood Gundy

# Why is selling so hard?





# How Do You Make it Tangible?





# Symbols and Metaphors

Why become an advisor?

What sets you apart?

What is your life story?

Targeted pain points

How are you different?

How will you show value?



It starts with YOU!

# Mercury: name and logo



www.mercury.com/login



**MERCURY**

For a health check of your finances

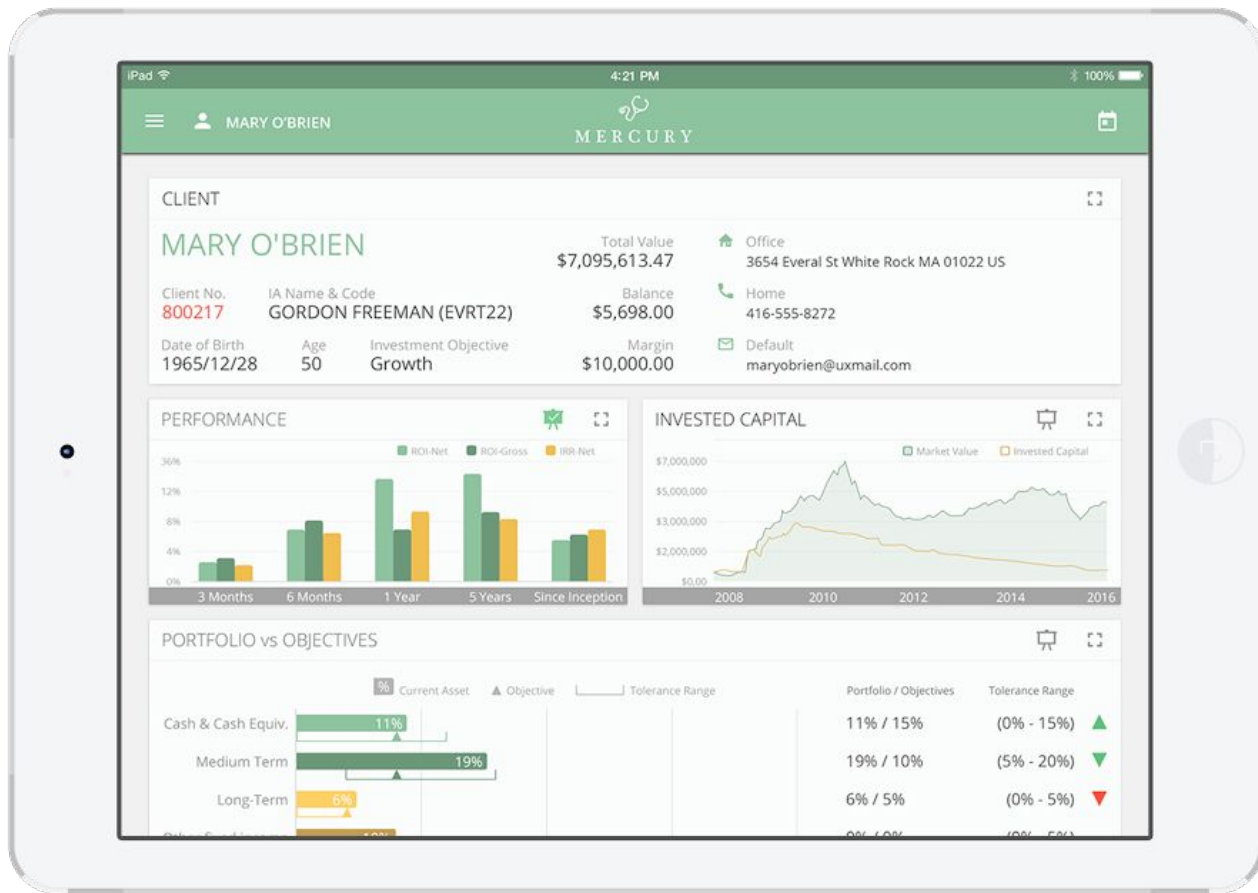
Username or Email

Password

Remember me on this computer

Forgot your password? [Click here to reset it.](#)

# Mercury: consistency







# Mercury: adapting the content

**PORTFOLIO EVALUATION**

Mary O'Brien

As of January 24, 2014

Alexander Flemming / Graham Bell

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**CHANGES IN MARKET VALUE**

	3 MONTHS 10/25/2013 - 01/24/2014	6 MONTHS 07/25/2013 - 01/24/2014	1 YEAR 01/25/2013 - 01/24/2014	SINCE INCEPTION 04/02/2012 - 01/24/2014
Starting Value	\$ 4949,177.67	\$ 4,893,534.50	\$ 4,597,199.36	\$ 4,634,608.99
Inflows	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Outflows	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Revenues	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Ending Value	\$ 5,657,751.41	\$ 5,657,751.41	\$ 5,657,751.41	\$ 5,657,751.41
<b>Time-Weighted Perf.-Net</b>	<b>14.317 %</b>	<b>15.617 %</b>	<b>23.070 %</b>	<b>11.620 %</b>

**PORTFOLIO VS INVESTMENT OBJECTIVE**

Note: Data prior to the management start date is excluded from the report. Values in percentage are annualized for periods of more than twelve months.

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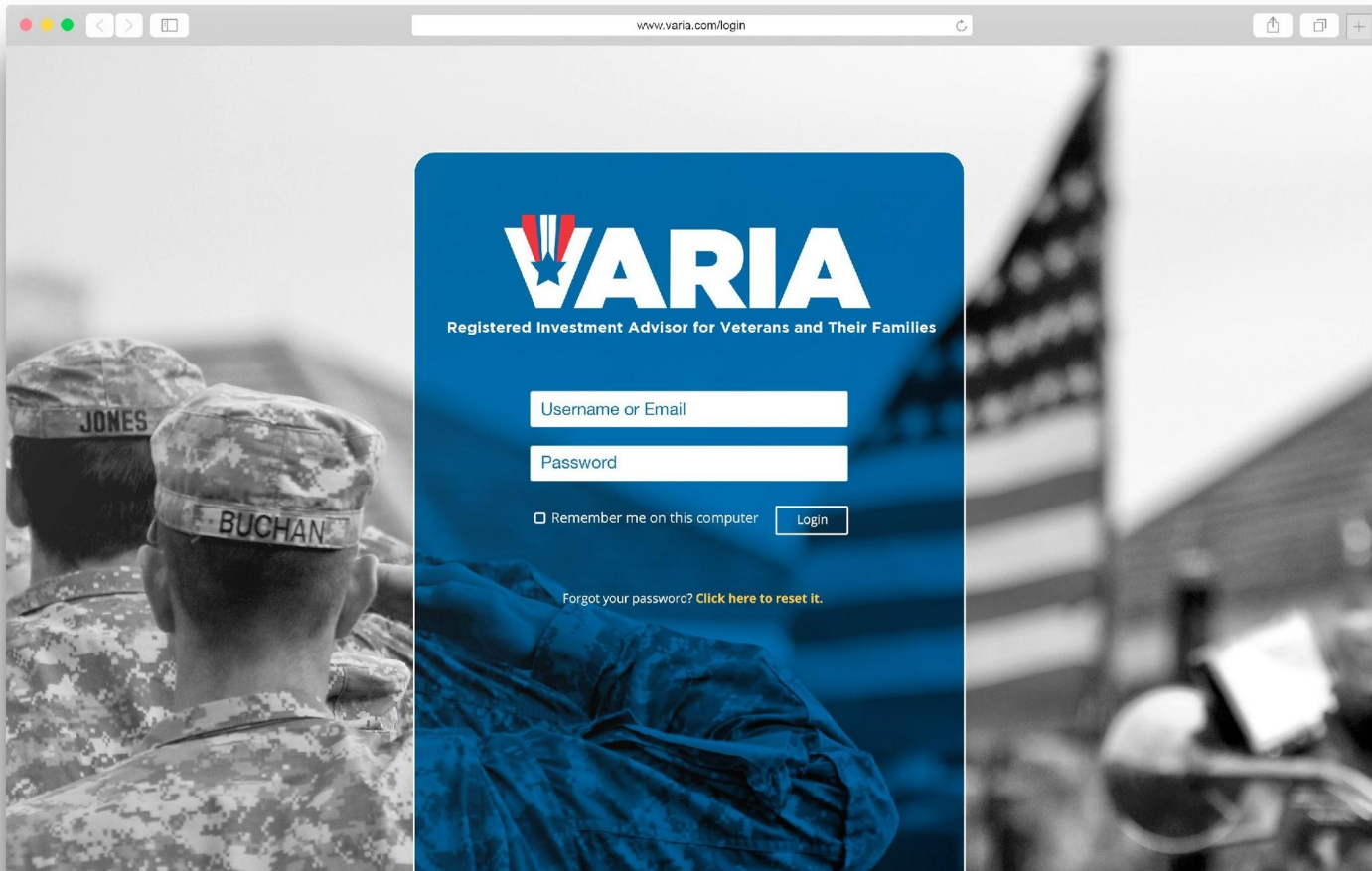
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Quantity	Description	Unit Cost	Cost Basis	Market Price	Market Value	Unrealized G&L		G&L (%)	% of Total	Annual Income
						Short-Term	Long-Term			
3,000	E*TRADE FINANCIAL CORP	11.020	33,089.16	23.000	69,270.00	0.00	36,180.84	109.34	1.22	
3,000	ELECTRONIC DATA SYS CORP	20.957	62,871.48	25.390	76,170.00	0.00	13,298.52	21.15	1.35	6,000.00
1,000	ELI LILLY & CO	57.898	57,898.36	54.120	54,120.00	0.00	-3,778.36	(6.53)	0.96	1,960.00
12,000	FORD MOTOR COMPANY NEW	20.782	249,382.64	15.830	189,960.00	0.00	-59,422.63	(23.83)	3.36	2,400.00
3,000	FOUNDRY NETWORKS INC	17.950	53,849.56	14.620	43,860.00	0.00	-9,989.56	(18.55)	0.78	
2,800	GENERAL ELECTRIC COMPANY	29.948	83,854.24	24.950	69,660.00	-3,315.00	-10,679.24	(16.69)	1.23	2,900.00
200	GENERAL ELECTRIC COMPANY	25.015	5,003.00	24.950	4,990.00	0.00	-13.00	(0.26)	0.00	200.00
3,500	GOLDCORP INC	14.408	50,426.73	13.749	48,119.87	0.00	-2,246.82	(4.57)	0.85	630.00
2,500	HEWLETT PACKARD CO	34.334	87,234.84	28.490	71,225.00	0.00	-16,109.84	(18.48)	1.26	8,000.00
2,000	HONEYWELL INTL INC	34.201	68,592.77	88.470	176,940.00	0.00	113,667.75	158.00	3.13	2,400.00
2,000	INTEL CORPORATION	25.335	50,670.14	24.810	49,620.00	0.00	-1,050.14	(2.07)	0.88	1,260.00
-200	INTEL CORPORATION	16.535	3,307.00	24.810	4,962.00	0.00	1,655.00	50.05	0.09	126.00
700	INTL BUSINESS MACHINES	94.451	66,115.90	179.640	125,748.00	0.00	59,632.10	90.19	2.22	1,820.00
12,000	LSI LOGIC CORP	11.283	135,401.40	11.000	132,000.00	0.00	-3.40	(1.40)	(2.51)	-2.33
2,000	MAHSH & MCLENNAN COS INC	38.495	76,989.94	46.370	92,740.00	0.00	15,750.06	20.46	1.64	1,600.00
4,000	MAXTOR CORP-NEW	12.478	49,912.06	9.010	36,040.00	0.00	-13,872.06	(27.79)	0.64	
1,500	MICRON TECHNOLOGY INC	14.394	21,591.34	22.500	34,380.00	0.00	12,788.66	59.23	0.61	
3,000	MOTOROLA INC	17.041	51,122.41	21.170	63,510.00	0.00	12,387.59	24.23	1.12	6,000.00
9,000	NAPSTER INC	5.214	46,930.03	3.500	32,310.00	0.00	-14,620.03	(31.15)	0.57	
7,000	NASDAQ 100 TRUST SHRS S1	47.631	333,419.43	40.930	286,440.00	0.00	-46,979.43	(14.09)	5.06	2,830.80
2,000	PFIZER INC	29.691	59,381.33	30.000	60,180.00	0.00	798.67	1.34	1.06	1,920.00
1,000	SANDISK CORP	27.139	27,139.28	69.480	69,480.00	0.00	44,861.44	156.01	1.23	
2,500	SELCTR HLTH CARE SPDR	30.233	75,581.87	55.660	139,150.00	0.00	63,568.13	84.10	2.46	
4,000	SEMICONDUCTOR HLDRS TRUST	44.952	179,807.60	30.000	120,000.00	-6,602.00	-59,807.60	(33.26)	2.12	374.40
2,600	STARBUCKS CORP	76.750	199,550.00	74.980	194,948.00	0.00	-4,602.00	(2.31)	3.45	
400	STARBUCKS CORP	4.356	1,742.50	74.980	29,992.00	0.00	29,992.00	1,621.21	0.83	
10,000	SUN MICROSYSTEMS INC	10.663	106,626.69	4.430	44,300.00	540.00	-62,866.69	(58.45)	0.78	
2,000	SYNATEC CO	22.068	44,136.50	23.300	46,600.00	0.00	-2,464.50	(5.58)	0.82	
3,000	TELECOM HLDRS TR DEPREC	56.247	168,741.72	31.700	95,100.00	0.00	-73,791.03	(43.64)	1.68	1,566.00
1,000	VERIZON COMMUNICATIONS	36.337	36,337.41	47.630	47,630.00	0.00	11,292.59	31.08	0.84	1,900.00
2,500	WAL MART STORES INC	78.250	210,100.00	74.420	208,775.00	-10,724.00	-16,899	(8.09)	3.68	3,360.00
200	WAL MART STORES INC	19.519	3,903.76	74.420	14,884.00	0.00	14,884.00	281.27	0.26	240.00
1,400	WELLS FARGO CO-NEW	61.626	86,275.97	45.480	63,672.00	0.00	-22,603.97	(26.20)	1.13	280.00
1,000	YERVOY CORP	18.611	186,889.42	11.240	112,400.00	0.00	-54,969.42	(29.63)	1.59	
<b>Total Common Stock</b>			<b>\$ 3,940,966.02</b>		<b>\$ 4,061,043.12</b>	<b>\$ -16,291.00</b>	<b>\$ 259,839.60</b>	<b>3.05 %</b>	<b>71.78 %</b>	<b>\$ 9,655.04</b>
<b>US Equity Funds</b>										
100,000.000	AIC AM ADV USF DFN	3.979	39,790.00	3.979	39,790.00	0.00	0.00	0.00	0.70	
1,000,000.000	FID GWTH AM USF ISCN	24.240	24,240.00	24.236	24,236.00	-4.00	0.00	(0.02)	0.43	
<b>Total US Equity Funds</b>			<b>\$ 64,030.00</b>		<b>\$ 64,026.00</b>	<b>\$ -4.00</b>	<b>\$ 0.00</b>	<b>(0.02) %</b>	<b>1.13 %</b>	

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# VARIA: name and logo



A screenshot of a web browser displaying the login page for VARIA. The browser's address bar shows "www.varia.com/login". The page features a blue background with a white login form. The form includes a "Username or Email" field, a "Password" field, a "Remember me on this computer" checkbox, and a "Login" button. A link for "Forgot your password? Click here to reset it." is located below the form. The background image shows two soldiers in camouflage uniforms, one with "JONES" on his cap and another with "BUCHAN" on his cap, looking out over a cityscape. An American flag is visible in the background.

www.varia.com/login

## VARIA

Registered Investment Advisor for Veterans and Their Families

Username or Email

Password

Remember me on this computer

Forgot your password? [Click here to reset it.](#)

# VARIA: consistency



# VARIA: adapting the content



## PORTFOLIO SUMMARY

As of January 24, 2016

JOHN SMITH

Mark Willson | EVRT22



### ASSET ALLOCATION

	%	K \$
● Cash & Cash Equivalents	22.9	1,160.0
● Equity	70.2	3,562.4
● Foreign Equity	5.6	284.2
● Other	1.4	69.3

### CHANGES IN MARKET VALUE

	3 MONTHS	1 YEAR	SINCE OCT 1 <sup>ST</sup> 1998
Market value at the beginning of period	\$ 4,856,290.80	\$ 4,478,973.67	\$ 0,00
Inflows (deposits and transfers in)	\$ 0,00	\$ 0,00	\$ 5,140,342,44
Outflows (withdrawals and transfers out)	\$ 0,00	\$ 0,00	\$ -1,895,893,29
Change in market value	\$ 219,694.05	\$ 597,011,18	\$ 1,831,535,70
Market value at the end of period	\$ 5,075,985,85	\$ 5,075,984,85	\$ 5,075,984,85
<b>Performance - Net</b>	<b>4.524 %</b>	<b>13.329 %</b>	<b>(100,000) %</b>

### INVESTED CAPITAL

