
TECHNICALLY SPEAKING

Closing the Gap

Technology that works for you and not the other way around

We know that in today's world, technology can be the deciding factor in managing a successful practice. We also recognize that the way people utilize technical resources is very personal and that a one-size-fits-all approach just doesn't work. With this in mind, we have put together one of the most reliable, comprehensive, and flexible technology platforms available today.

As part of our program, Fulcrum Advisors are given access to NetX360®, Pershing Managed Solutions, and Black Diamond Performance Reporting™ software. Each of these programs is an internet based technology platform designed specifically to help streamline your daily workflow so you can concentrate your efforts on managing client accounts and developing new revenue opportunities.

The keystone of our technology platform is **NetX360®**, a Windows based program also accessible via wireless device. NetX360's® multi-function capability provides investment professionals with 24/7 access to both their commission and fee-based business and offers up-to-the-minute market and corporate data and commentary. Dynamic and ever-expanding, NetX360® facilitates access to resources and information specifically designed to help you manage your practice and client accounts quickly, accurately, and efficiently. Its customizable framework enables you to configure your screen according to your own specifications - for more information, go to www.pershing.com/netx360.html. Following is a snap-shot of the depth and scope of its on-line solutions.

Among the standardized functions universal to all Fulcrum Advisors:

- new account set-up
- fully automated trading
- on-line order entry
- investment advisory
- alternative investments
- insurance & annuities
- mutual funds & fixed income
- commission balances

Customizable Functions Include:

- sales tools & marketing collateral
- operations
- product information
- real-time market data from leading industry providers like Thomson Reuters® & Dow Jones. Includes NASDAQ Level II
- research from firms such as Argus, BNY Jaywalk®, S&P, & Market Edge®
- award-winning sell-side research from Credit Suisse®
- mutual fund & ETF research from Morningstar®
- customized enterprise edition of Morningstar Advisor Workstation(SM): enables users to integrate clients' balances & holdings
- wealth management software applications from EISI NaviPlan®, Equifax® & Broker's Ally Pro™

Black Diamond Performance Reporting™: Black Diamond is a leading provider of web-based portfolio management and reporting platforms for Financial Advisors and Wealth Managers. Its mission is to support Advisors by providing some of the best technology, service, and innovation in the industry. Just a few of the options available through the Black Diamond Performance Reporting™ system:

- daily reconciliation and returns
- flexible, customizable reporting
- ad hoc and batch client report creation
- composite reporting and maintenance
- cost basis tracking and tax lot entry
- an easy-to-use, customizable home page
- outside asset entry
- advisor reports
- target vs. actual

Pershing Managed Account Solutions: Provides access to an outstanding lineup of respected money managers including a broad spectrum of investment approaches ranging from turnkey to fully customized portfolio management services. Through Pershing Managed Account Solutions, Advisors can offer mutual fund wrap programs, separately managed accounts, unified managed accounts, and advisor-directed programs. A snap-shot of the products and services available:

- access to turnkey asset management program providers including Concord Equity Group Advisors, Envestnet Asset Management, FundQuest, Lockwood Advisors (a Pershing affiliate), Morningstar Investment Services, and Tercet Capital
- traditional separately managed accounts: Research coverage on separately managed accounts from 75 third-party separate account managers
- advisor-driven unified managed accounts
- discretionary unified managed accounts
- discretionary mutual fund and exchange-traded fund wrap accounts
- retirement income strategies that offer a lifetime income guarantee option on an investor's managed account assets

Like any menu of services anywhere, our technology platform evolves as new needs, capabilities, and opportunities present themselves. Ideas come from our Advisors because as we see it, our job is to make your job easier, not the other way around.