

# Product & Technology Breakout Session

PRESENTED BY

Andrea Mullen & Dan Cunningham  
Co-heads of Product

GOBEYOND



Your future is whatever you make it.

so make it  
a good one.

DOC BROWN

Back to the Future

# 01

## Transforming eWealthManager<sup>®</sup>



GOBEYOND

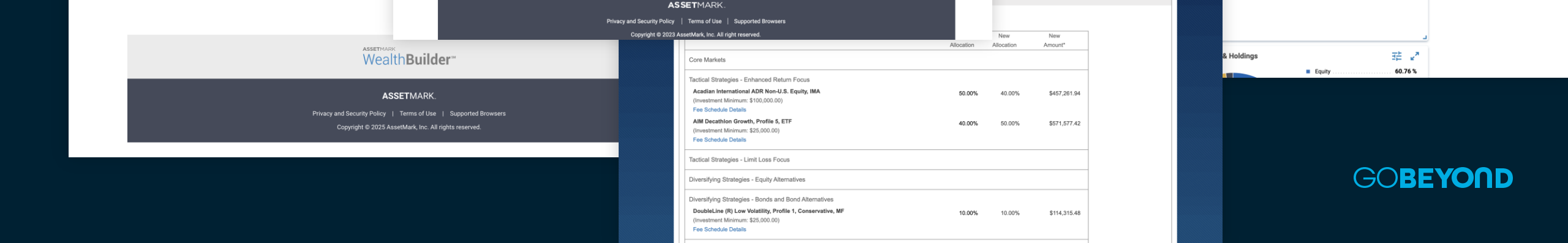
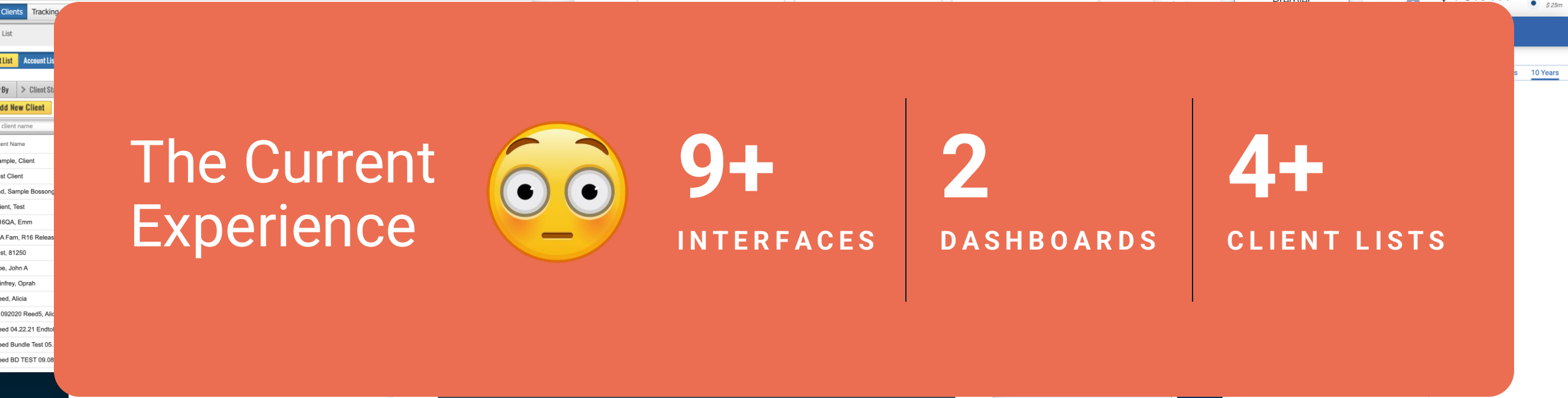
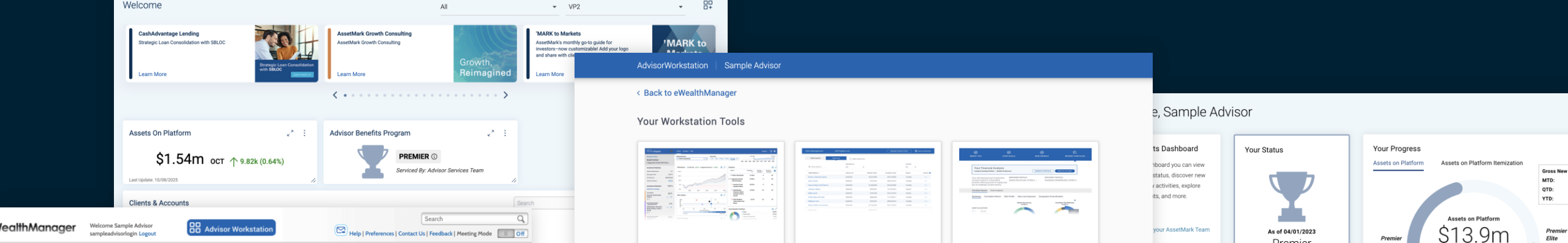
The Current Experience



9+ INTERFACES

2 DASHBOARDS

4+ CLIENT LISTS



ASSETMARK

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|   | Allocation | New Allocation | New Amount*  |
|---|------------|----------------|--------------|
| Core Markets  |            |                |              |
| Tactical Strategies - Enhanced Return Focus   |            |                |              |
| Acadian International ADR Non-U.S. Equity, IMA<br>(Investment Minimum: \$100,000.00)<br><a href="#">Fee Schedule Details</a>            | 50.00%     | 40.00%         | \$457,281.94 |
| AIM Decathlon Growth, Profile 5, ETF<br>(Investment Minimum: \$25,000.00)<br><a href="#">Fee Schedule Details</a>                       | 40.00%     | 50.00%         | \$571,577.42 |
| Tactical Strategies - Limit Loss Focus  |            |                |              |
| Diversifying Strategies - Equity Alternatives   |            |                |              |
| Diversifying Strategies - Bonds and Bond Alternatives   |            |                |              |
| DoubleLine (R) Low Volatility, Profile 1, Conservative, MF<br>(Investment Minimum: \$25,000.00)<br><a href="#">Fee Schedule Details</a> | 10.00%     | 10.00%         | \$114,315.48 |

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# Problems We Need to Solve

**01**

**CONTENT &  
STRUCTURE**

**02**

**TECHNOLOGY  
STABILITY**

**03**

**PREPARE  
FOR THE  
FUTURE**

# Our Approach





**A unified app**

**Organized &  
decluttered**

**Intuitive &  
ready for  
future &  
current users**

# What Are We Doing

## THINGS THAT BELONG TO ME AS AN ADVISOR AND/OR STAFF

-  Dashboard
-  Action Items
-  Clients
-  Models

## HOW ASSETMARK CAN SUPPORT

-  Investments
-  Products & Services
-  Help & Support

# What Are We Doing

## New Global Navigation



Global navigation is persistent on all pages, collapsible, and consistent



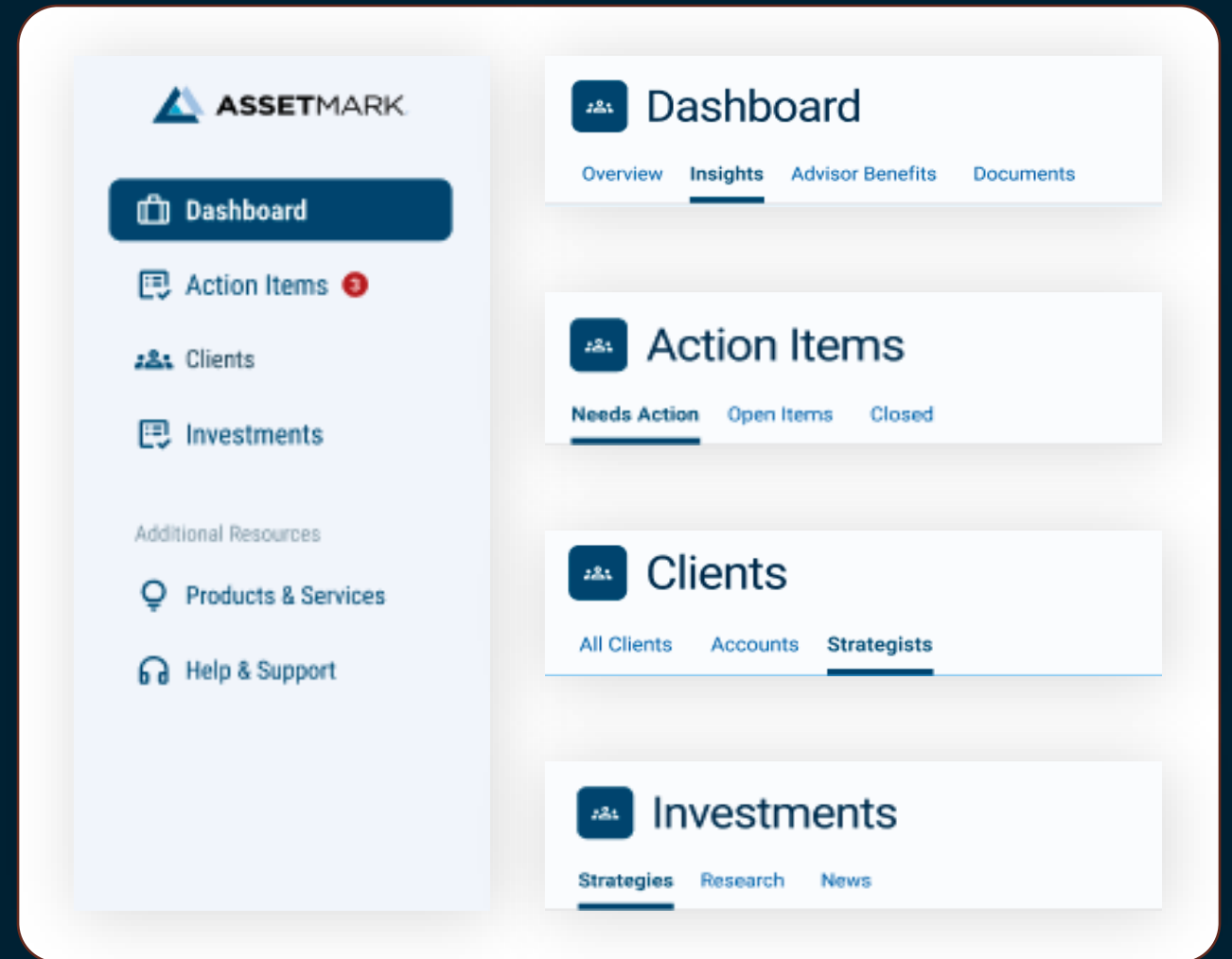
All apps and sections use common session management to stay logged in and logged out at the same time



Clear logic for what opens in new tab vs not (with clear indicators)



New global app contains all content regardless of underlying interface and technology – We're not rebuilding everything underneath all at once. Instead, we've developed a wrapper to house all the old + new tech under one roof



# How This Works In Practice

## app.assetmark.com

Old bookmarks redirect to their correct context

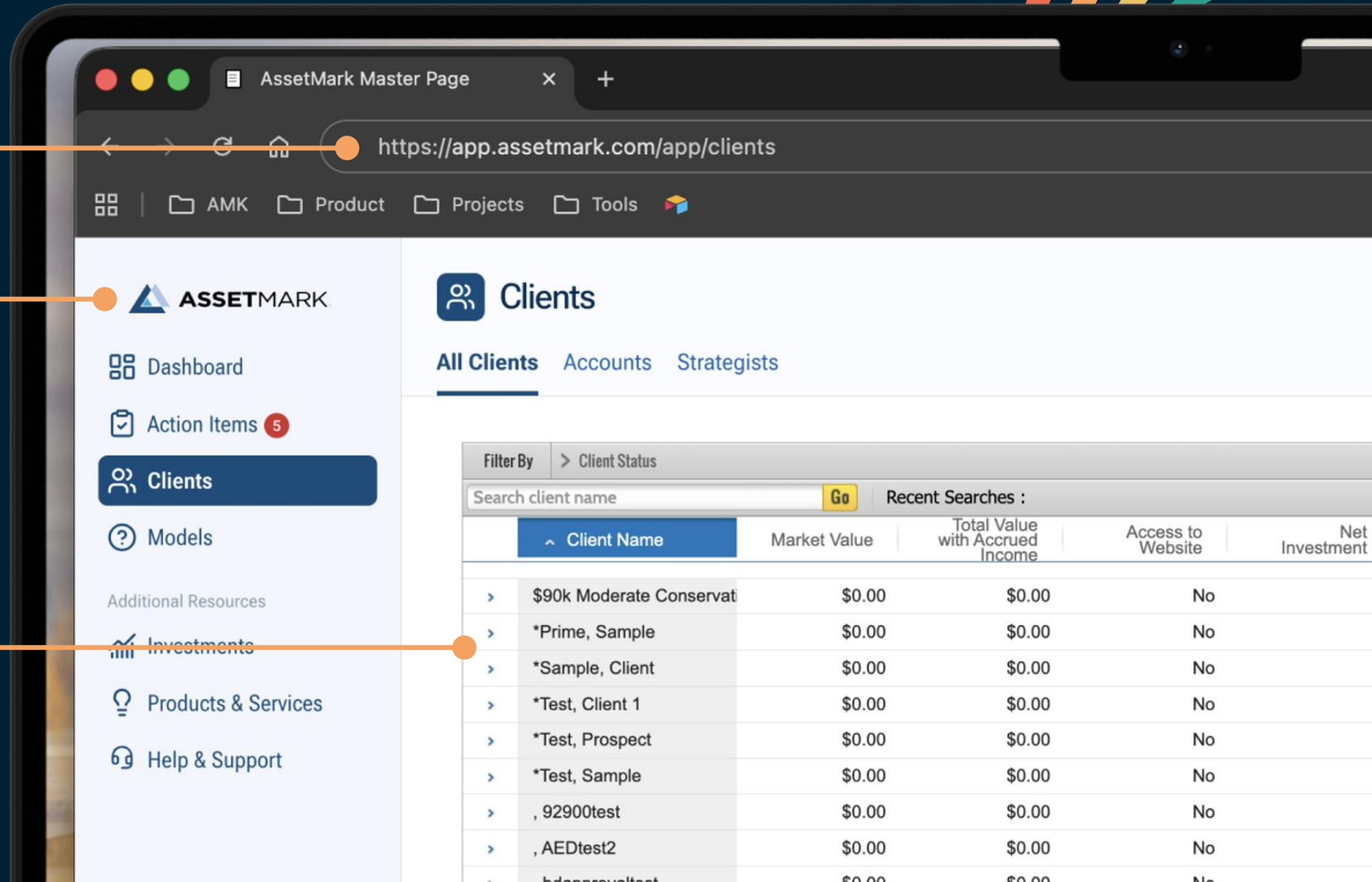
## AssetMark branding

Login pages, advisor communication and application only show AssetMark logo. When sidebar is collapsed, only shows logomark, not words

Eventually, we'll retire EWM branding for client portal, but separately from this initiative

## Legacy "2.0" content integrated

Fully backwards compatible links and behavior





Roads? Where we're going,

**we don't  
need roads.**

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# Rollout Plan

## INTERNAL PILOT

**October  
to January**

We're iterating on this in pre-prod and prod environments with internal users

## BETA

**February 2026**

We'll select a list of advisors to opt-in to work directly with to gather feedback

## OPT-IN

**Q2 2026**

All advisors will have the ability to self-select to try the new app structure (and opt back out if they don't want to keep using it)

## LAUNCH

**Q2 2026**

All advisors will receive the new app by default

# 02

## Advisor Models



# “Templates” and “Model Portfolios” at AssetMark

Model portfolios are central to how AssetMark creates scale for advisors...

but using the same combinations of strategist models with similar clients can be a chore.

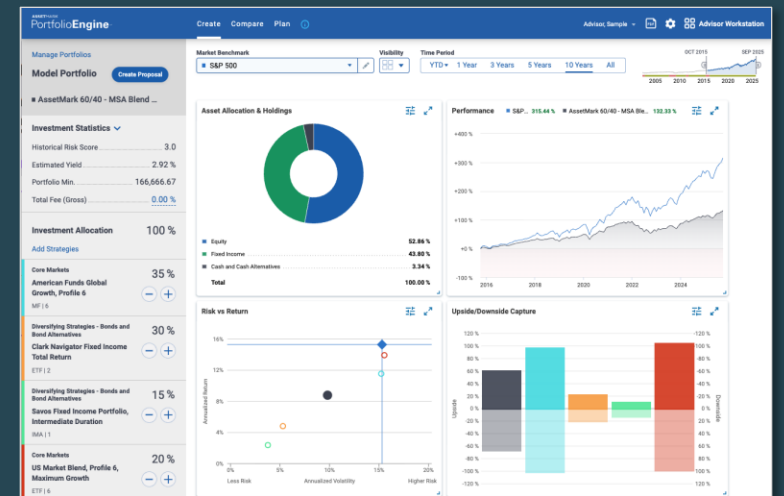
## NEW ACCOUNT WIZARD

Allows you to save combinations of models as a “template” but after account opening, there is **no connectivity** maintained between the client account and the saved template

## PORTFOLIO ENGINE

Provides real-time data visualizations and a more modern “research sandbox” for model building, but it lacks a validations framework and isn’t well-integrated with account opening and investment change workflows

The screenshot shows the 'Construct Portfolio' wizard interface. It is divided into sections: 'Client Profile', 'REGISTRATION SECTION', 'ACCOUNT SECTION', and 'Client Risk Assessment Guide'. The 'REGISTRATION SECTION' includes fields for Registration Type (Individual), Registration Name (AssetMark Portfolios), Custodian (AssetMark Portfolios), and Account Type (Single Strategy Account). The 'ACCOUNT SECTION' includes fields for Investment Amount and Account Type. The 'Client Risk Assessment Guide' shows a risk profile of 1, 2, 3, 4, 5, 6, with 1 being the selected profile. A 'Back' button is visible at the bottom right.



# Advisor Models

CREATE  
REPEATABLE,  
ADVISOR-OWNED  
PORTFOLIOS

LAY  
FOUNDATIONS  
FOR OPEN-  
ARCHITECTURE  
MODELS

AUTOMATE  
MODEL  
VALIDATIONS

INTEGRATE WITH  
THE PLATFORM

The screenshot shows the ASSETHUB Investments page with a table of investment models. The table has columns for Strategy, Risk Profile, Estimated Yield, Model Type, Market Value, Investment Minimum, and Date Created. The data is as follows:

| Strategy                                  | Risk Profile | Estimated Yield | Model Type | Market Value   | Investment Minimum | Date Created |
|---|--------------|-----------------|------------|----------------|--------------------|--------------|
| Model Sample 1 Growth                     | 1.3          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Model Sample 2 Growth                     | 3.2          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| AssetMark 60/40 Portfolio - Special Teams | 5.2          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Resourant Family Trust Model              | 4.2          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Domestic - Market Blend Strategies        | 1.2          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| American Funds Growth Profile 5           | 2.1          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Pioneer Balanced Income Strategy          | 6.4          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Global Equity Growth Model                | 3.8          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Health Preservation Portfolio             | 2.9          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Resourant Family Trust Model              | 5.7          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Domestic - Market Blend Strategies        | 4.6          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| American Funds Growth Profile 5           | 3.3          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Model Sample 2 Growth                     | 7.1          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Model Sample 2 Growth                     | 8.0          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| AssetMark 60/40 Portfolio - Special Teams | 2.3          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Resourant Family Trust Model              | 6.1          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| Domestic - Market Blend Strategies        | 5.5          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |
| American Funds Growth Profile 5           | 1.9          | 2.37%           | Strategic  | \$2,000,000.00 | \$25,000.00        | 3/13/23      |

The screenshot shows the 'Choose Strategies' dialog box in the ASSETHUB platform. It lists various investment strategies with columns for Strategy, Investment Vehicle, Investment Approach, Objective, Regional Focus, Platform Fee, and Investment Minimum. The data is as follows:

| Strategy                           | Investment Vehicle | Investment Approach | Objective    | Regional Focus | Platform Fee | Investment Minimum |
|------------------------------------|--------------------|---------------------|--------------|----------------|--------------|--------------------|
| American Funds Growth Profile 5    | ETF                | Core Markets        | Growth       | Domestic       | 1.50%        | \$3,000            |
| Model Sample 1 Growth              | ETF                | Enhanced Return     | Preservation | Domestic       | 2.10%        | \$4,000            |
| American Funds Growth Profile 5    | Mutual Fund        | Core Markets        | Income       | International  | 3.25%        | \$5,500            |
| American Funds Growth Profile 5    | ISMA               | Enhanced Return     | Income       | International  | 1.80%        | \$2,750            |
| American Funds Growth Profile 10   | Mutual Fund        | Limit Loss          | Growth       | International  | 4.50%        | \$6,250            |
| American Funds Growth Profile 11   | ETF                | Core Markets        | Limit Loss   | Domestic       | 3.75%        | \$3,800            |
| Resourant Family Trust Model       | ISMA               | Enhanced Return     | Preservation | International  | 3.50%        | \$7,450            |
| Domestic - Market Blend Strategies | ETF                | Core Markets        | Growth       | Domestic       | 5.20%        | \$1,400            |

The screenshot shows the ASSETHUB dashboard for 'Custom Growth Blend Model 2256'. It features several charts and tables:

- Asset Allocation & Holdings:** A donut chart showing the allocation of assets: Equity (50.00%), Fixed Income (25.00%), Alternative Investments (10.00%), Cash & Cash Alternatives (10.00%), and Multi-Asset Securities (5.00%).
- Performance:** A line chart showing performance over time from 2014 to 2023.
- Risk vs Return:** A scatter plot showing the relationship between risk and return for different models.
- Investment Approach:** A donut chart showing the breakdown of the investment approach: Core Markets (50.00%), Fixed Income (25.00%), Equity Alternatives (10.00%), Limit Loss Focus (10.00%), and Bonds & Bond Alternatives (5.00%).
- Upside Downside Capture:** A line chart showing the capture of upside and downside movements.

# My Models

A centralized table for advisors to view and manage all of their models - draft and published - with integrated analytics and model-level insights

The screenshot shows the 'My Models' page in the AssetMark interface. The page has a dark blue sidebar with navigation options like 'My Practice', 'My Clients', 'Tracking Items', 'Investments', 'Wealth Services', 'Advisor Resources', and 'Help Center'. The main content area is titled 'Investments' and includes tabs for 'Published' and 'Drafts', along with a 'Create Model' button. A table lists various investment models with the following columns: Strategy, Risk Profile, Estimated Yield, Model Type, Market Value, Investment Minimum, and Date Created. The table contains 18 rows of data.

| Strategy                                  | Risk Profile | Estimated Yield | Model Type | Market Value   | Investment Minimum | Date Created |
|---|--------------|-----------------|------------|----------------|--------------------|--------------|
| Model Sample 1 Growth                     | 1.3          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Model Sample 2 Growth                     | 3.2          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| AssetMark 60/40 Portfolio - Special Teams | 5.2          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Beaumont Family Trust Model               | 4.2          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Domestic - Market Blend Strategies        | 1.2          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| American Funds, Growth, Profile 6         | 2.1          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Pioneer Balanced Income Strategy          | 6.4          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Global Equity Growth Model                | 3.8          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Wealth Preservation Portfolio             | 2.9          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Beaumont Family Trust Model               | 5.7          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Domestic - Market Blend Strategies        | 4.6          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| American Funds, Growth, Profile 6         | 3.3          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Model Sample 1 Growth                     | 7.1          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Model Sample 2 Growth                     | 8.0          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| AssetMark 60/40 Portfolio - Special Teams | 2.3          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Beaumont Family Trust Model               | 6.1          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| Domestic - Market Blend Strategies        | 5.5          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |
| American Funds, Growth, Profile 6         | 1.9          | 2.37%           | Strategist | \$2,000,000.00 | \$25,000.00        | 2/12/23      |

## COMMAND CENTER FOR MODEL MANAGEMENT

- Easily distinguish draft models you're still working on from models that are already published.
- Sort, filter, and search to quickly find the models you need.
- Quickly review the number of accounts and total AUM for each model.
- Review key characteristics and metrics like aggregate investment minimum, platform fee, yield, risk metrics, and performance across time periods.
- Filter models by deeper attributes—such as specific manager allocations—not visible directly in the list.

# Model Editing, Validation Analysis

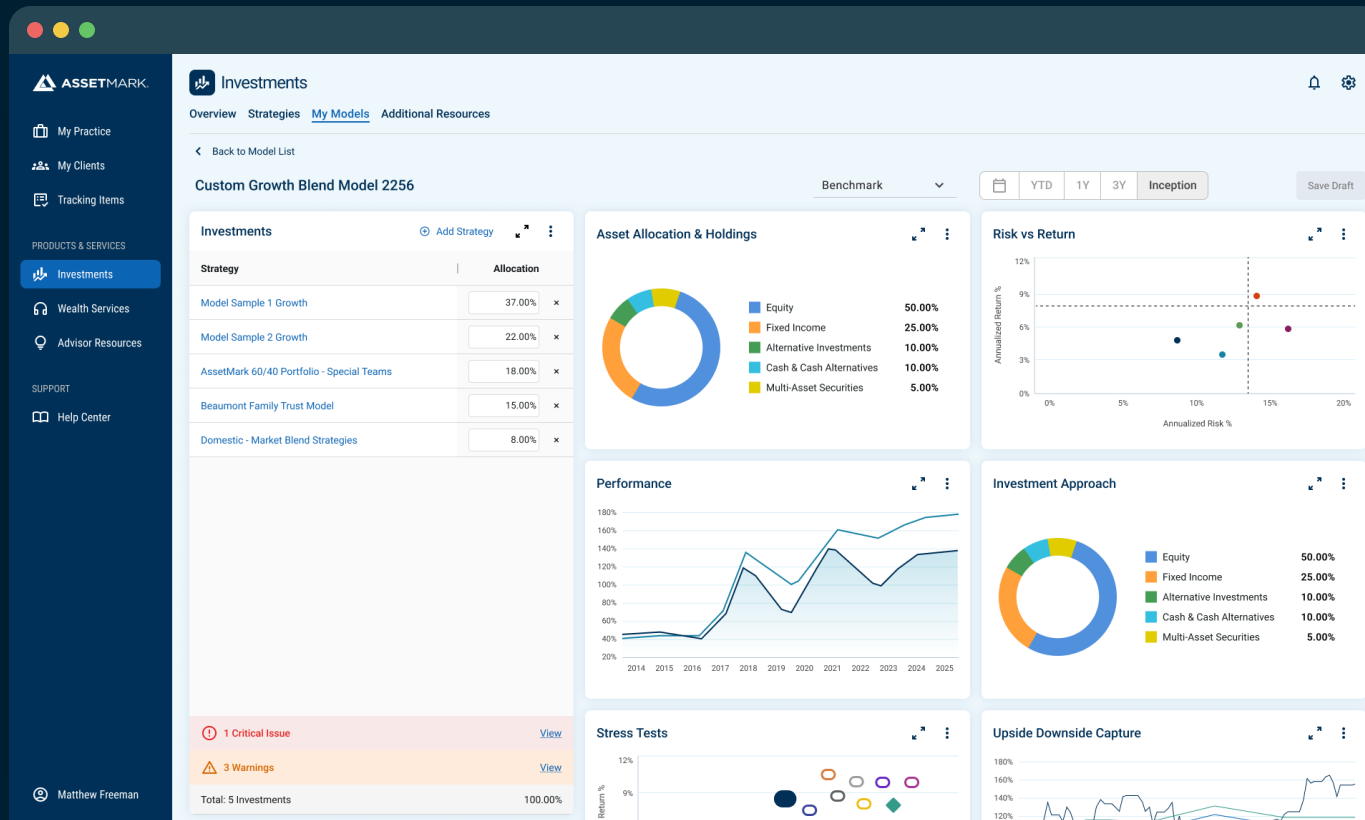
A dynamic workspace where advisors can design model portfolios, view real-time analytics, and publish new or updated models – with live validation to ensure alignment with platform and custodial requirements

FIND THE RIGHT STRATEGIES

BUILD WITH PRECISION

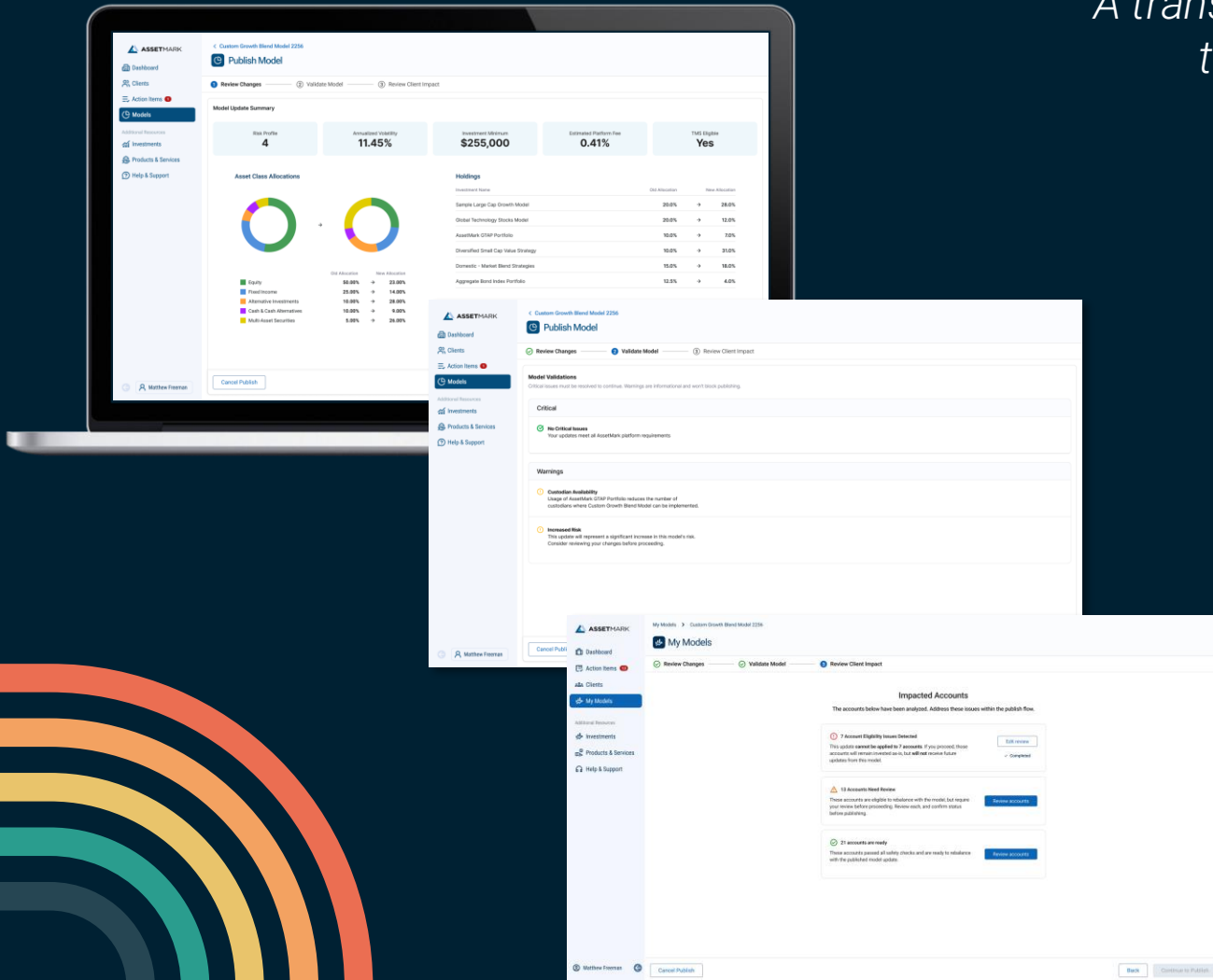
ANALYZE AS YOU BUILD

VALIDATE IN REAL-TIME



# Publish and Update Your Models with Clarity

*A transparent workflow for publishing and updating your models, that shows what's changing, what needs attention, and how client accounts will be affected—before you move forward.*



## Review Changes

See a clear summary of what's changing in your model – from asset classes to holdings and analytics – so you understand the impact of your updates before publishing.

## Validate the Model

Confirm the model meets platform and custodial requirements, with issues clearly called out for review.

## Review Client Impact

Understand how the update affects client accounts, and decide which accounts should rebalance with the model before publishing.

# Integrated with Core Platform Workflows

More than just a sandbox...

*Native integrations with New Account Wizard and Investment Change Tool to optionally select Advisor Models in multi-strategy accounts.*

- Apply a model of models to a multi-strategy account in a single click
- We'll ensure you select models that are compatible with the client account (custodian, minimums, etc.) you're opening or updating
- **Your model** recognized as the investment strategy for the account
- Accounts targeting a wrapper model will automatically trade in alignment with changes to that model

The screenshot displays the Construct Portfolio interface. The main screen shows the 'Multiple Strategy Account' section with a table of models. A 'Choose a Model' dialog is open, showing a list of models with columns for Strategy, TMS, Platform Fee, and Investment Minimum. A 'Custom Growth Blend Model 2256' dialog is also open, showing a detailed breakdown of the selected model's components.

| Strategy  | TMS | Platform Fee | Investment Minimum |
|---|-----|--------------|--------------------|
| <input checked="" type="checkbox"/> Jamison WM Tactical Growth Strategy | Yes | 0.55%        | \$50,000           |
| <input type="checkbox"/> Jamison WM Retirement Income Strategy          | Yes | 0.55%        | \$30,000           |
| <input type="checkbox"/> Jamison WM Tax-Aware Equity Strategy           | Yes | 0.55%        | \$100,000          |
| <input type="checkbox"/> Jamison WM International Equity Strategy       | Yes | 0.55%        | \$25,000           |

| Core Markets   | Dollars          | Percent        |
|--|------------------|----------------|
| American Funds Growth & Income, Tax-Aware, Profile 4, MF<br>(Investment Minimum: \$25,000)         | \$125,000        | 50.00%         |
| First Trust Vest Laddered US Equity Buffer ETF Model, ETF<br>(Investment Minimum: \$25,000)        | \$50,000         | 20.00%         |
| AlphaSimplex, Alternative Model Portfolio, Profile 5, Growth, WF<br>(Investment Minimum: \$25,000) | \$75,000         | 30.00%         |
| <b>Total</b>   | <b>\$250,000</b> | <b>100.00%</b> |



I guess you guys aren't ready for that yet...

but your kids  
are gonna love it.

MARTY MCFLY

# 03

## Proposals



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Any investment change to a client's account – from prospect to live client – whether or not client approval is needed.

# What is a proposal?

# Proposals



## PORTFOLIO SANDBOX TOOLS

(Portfolio Engine, WealthBuilder, etc)

## READY-TO-EXECUTE

(Investment change tool, new accounts, etc)



# 04

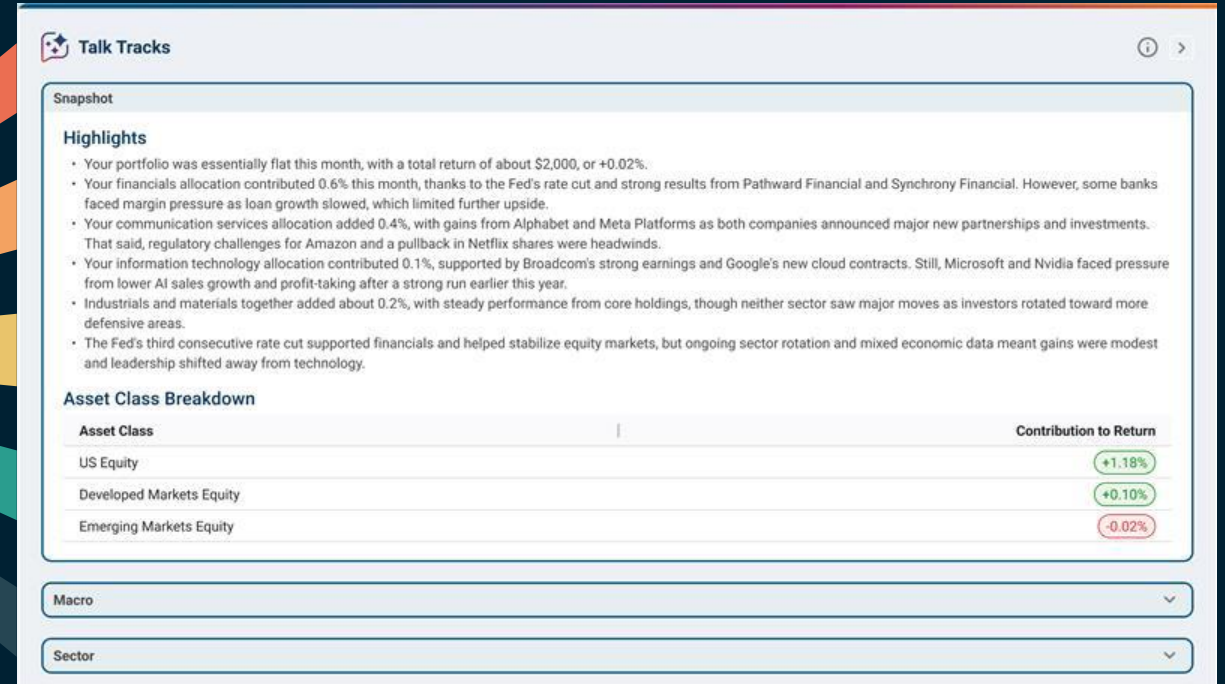
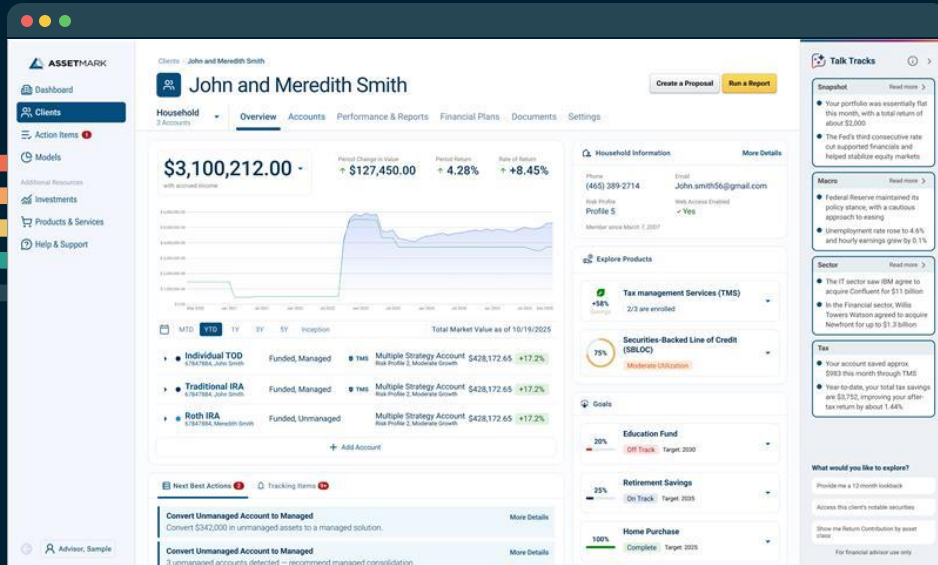
## Talk Tracks



GOBEYOND

# AI Talktracks

Equip advisors with portfolio-specific, moment-in-time talktracks using generative AI and drawing from the analytics, news, and AssetMark commentary



Sample Talktrack of Actual Client Portfolio





Appendix



**The Construction Zone**  
Investment Ideas

Launch Video

**Capital Group Intermediate...**  
Thursday, June 17 | 11:00 am PDT

Register Now

**Investment Consulting**  
NEW! Investment Consulting – Model Portfolios Build for Your Practice

Learn More

Show less

**Advisor Benefits Program**

**GOLD** ⓘ

Serviced By: Advisor Services Team

**Assets On Platform**

**\$0** SEP ↓ -56.9m (-100.00%)

Last Update: 08/29/2025

**Fees**

**\$92.2k** Q2 ↑ 3.93k (4.46%)

Last Update: 08/06/2025 7:16 PM PDT

**Investments**

Strategies | Investment Approach

|                          |        |
|--------------------------|--------|
| Others                   | 59.30% |
| American Funds Gro...    | 8.12%  |
| Savos US Risk Contro...  | 4.99%  |
| Capital Group Global ... | 4.42%  |
| AssetMark Retiremen...   | 4.41%  |

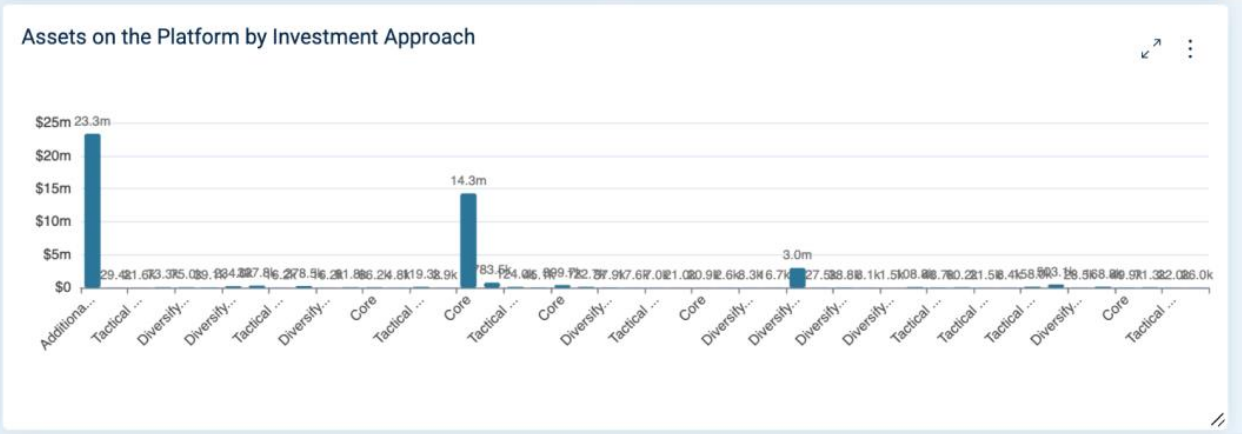
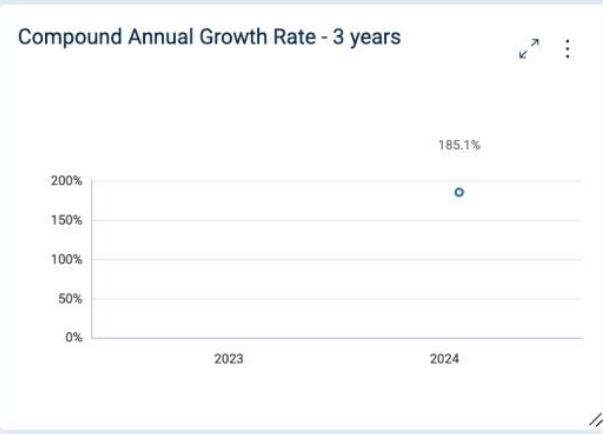
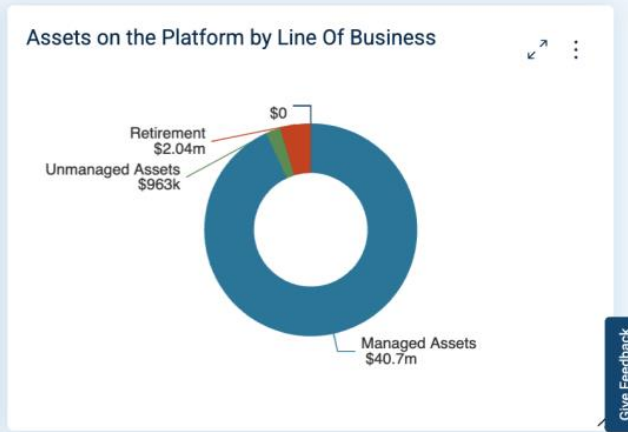
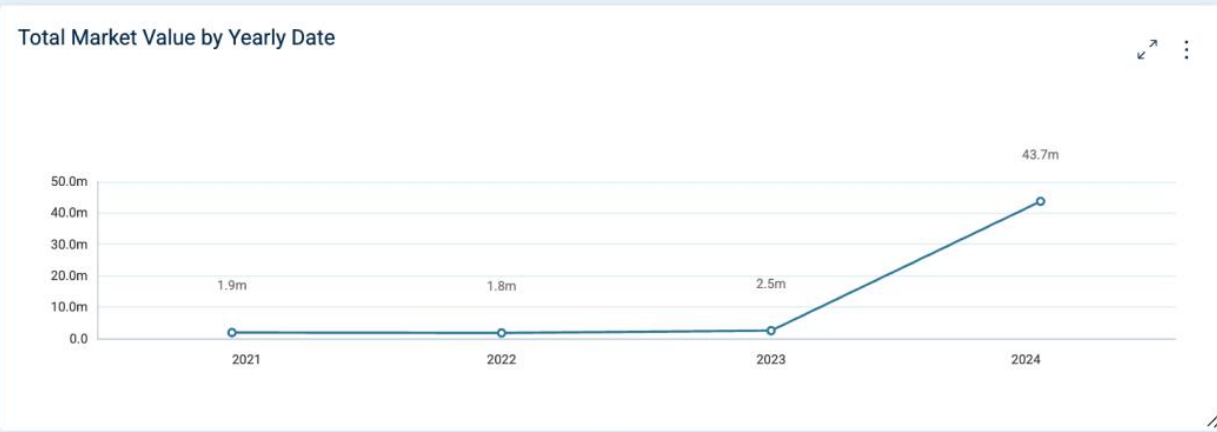
Last Update: 08/29/2025

**Net Flows**

**\$0** SEP ↓ -1.37m (-100.00%)

Monthly Quarterly Yearly

Last Update: 08/29/2025 10:50 AM PDT



## Your Benefits Dashboard

From your dashboard you can view and track your status, discover new benefits, review activities, explore upcoming events, and more.

[Learn More](#)

[Contact your AssetMark Team](#)

[View discounted services](#)

## Your Status

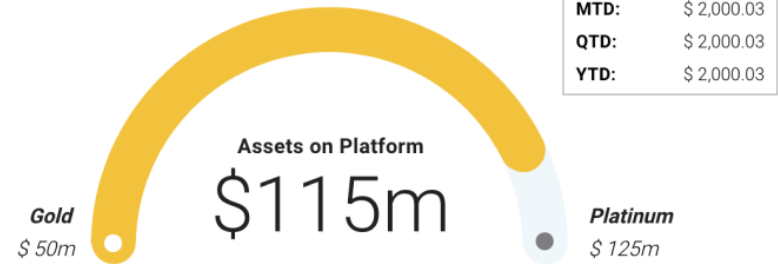


As of 04/01/2024  
**Platinum**  
Serviced by: **Platinum Team**

## Your Progress

Assets on Platform

Assets on Platform Itemization



Assets on Platform shown are used to determine AssetMark Advisor Benefits eligibility only. This information does not reflect regulatory assets under management and should not be used for regulatory filings.

## Events

Build deeper connections with your peers and learn key insights and best practices to elevate your business.

[Events](#)

[Webinars](#)

## Your Benefits

Benefits Available

Activities for Credit

Unleash your potential and achieve the best results possible by utilizing the tools and services available to you. View the benefits available to you based on your status in the program. Utilize additional benefits once you earn two activity credits. All Benefits are subject to Broker-Dealer approval. [i](#)

| Your Current Status |                         |                        |                     |                           |
|---------------------|-------------------------|------------------------|---------------------|---------------------------|
| Premier<br>\$5m+    | Premier Elite<br>\$25m+ | <b>Gold<br/>\$50m+</b> | Platinum<br>\$125m+ | Platinum Elite<br>\$250m+ |
| Assets on Platform  | Assets on Platform      | Assets on Platform     | Assets on Platform  | Assets on Platform        |

You can download up to 30 documents at one time using the "Save Selected" or "View Selected as One" buttons below.

Cost Basis Report – Schedule D documents for AssetMark Trust accounts are available through [Tax Download](#). The account number and document ID are needed to download the Schedule D. The document ID is located in the upper right corner on page one of the tax form.

Type  Year  Quarter  [Find](#)

Document

### Reports & Performance

- [Sample QPR](#)
- [Sample Multi-Strategy QPR](#)
- [QPR Frequently Asked Questions](#)
- [Sample On-Demand Report](#)
- [Sample Client Investment Proposal](#)
- [AssetMark Indices](#)
- [Indices Used to Calculate Hypothetical Performance](#)
- [Performance Return Calculations](#)
- [AssetMark Trust Schedule D](#)
- [Sample AssetMark Trust Custody Statement](#)

# Clients

Manage Investor Portal

Manage Accounts

Add a Client

All Clients Accounts Strategies

Dashboard

Clients

Action Items 15

Investments

Additional Resources

Products & Services

Help & Support

Mateo Freeman

Filter By > Client Status Restore Default

Total Items: 3031 Items per page 50 Page 1 of 61

Search client name  Go Recent Searches : Customize Print Download

| Client Name                      | Inception Date | Proposed           | Market Value    | Pending         | Contact Information   | Accrued Income | Total Value with Accrued Income |
|----------------------------------|----------------|--------------------|-----------------|-----------------|-----------------------|----------------|---------------------------------|
| > Kinecta - Combined Portfolio   | 2/21/2014      | \$250,000.00       | \$46,087,169.34 | \$17,653,104.60 | 925-555-1235, test@   | \$13,588.46    | \$46,100,757.80                 |
| > Kinecta - Combined JP Morgan   | 2/21/2014      | \$8,650,000.00     | \$10,701,951.51 | -               | 925-555-1234, ariella | -              | \$10,701,951.51                 |
| > TBBK Test 32                   | 4/20/2010      | \$12,850,556.00    | \$9,914,692.87  | \$3,369,083.49  | 800-343-2234, padm.   | \$1,819.45     | \$9,916,512.32                  |
| > Kinecta - Combined State Stree | 9/30/2015      | \$1,004,720,000.00 | \$9,434,590.56  | \$2,613,539.46  | 925-555-1234, belgic  | \$13,588.46    | \$9,448,179.02                  |
| > Kinecta - Combined New Fronti  | 2/21/2014      | \$9,500,000.00     | \$9,002,119.97  | -               | 415-595-7595, ariella | -              | \$9,002,119.97                  |
| > Kinecta - Combined Blackrock   | 3/16/2015      | \$5,139,000.00     | \$5,633,136.83  | \$2,904,092.83  | 925-555-1234, quality | -              | \$5,633,136.83                  |
| > TBBK Test 4                    | 2/9/2011       | \$6,730,000.00     | \$5,239,697.69  | \$1,502,794.23  | 800-664-5345, padm.   | \$2,033.94     | \$5,241,731.63                  |
| > Voyager, Test Client           | 12/30/2013     | \$5,575,000.00     | \$4,889,407.53  | \$155,000.00    | 925-222-2222, quality | \$1,321.53     | \$4,890,729.06                  |
| > Kinecta - Combined DoubleLine  | 2/21/2014      | \$2,011,552.00     | \$2,972,008.72  | \$100,000.00    | 925-555-1234, chris.j | -              | \$2,972,008.72                  |
| > TEST 2, TBBK                   | 2/9/2011       | \$600,000.00       | \$2,245,500.65  | \$317,321.05    | 214-415-1598, padm.   | \$177.44       | \$2,245,678.09                  |
| > Sample, Client                 | 12/14/2012     | \$5,000,000.00     | \$458,093.31    | -               | jason.nagel@assetm    | -              | \$458,093.31                    |
| > Sample, Sample                 | 8/15/2006      | \$2,200,000.00     | \$320,351.70    | \$600,000.00    | 415-800-8000, brian.  | \$46.13        | \$320,397.83                    |
| > Test client 2- for ag1634      | 2/21/2014      | \$623,123.00       | \$264,630.97    | \$293,434.83    | 555-555-5555, padm.   | \$192.48       | \$264,823.45                    |
| > Client 02, SSSPC               | 7/16/2021      | \$2,350,000.00     | \$106,445.11    | -               | 809-809-8098, client  | -              | \$106,445.11                    |
| > Test client 1 - for ag1634     | 3/21/2011      | \$1,200,000.00     | \$19,454.08     | \$0.00          | 222-333-4444, sunil.r | -              | \$19,454.08                     |
| > prod0627, test3                | 9/17/2013      | -                  | \$10,000.00     | \$250,000.00    | 999-999-9999, praka   | -              | \$10,000.00                     |

Investment Approach i

**CORE MARKETS**

Core Markets

**TACTICAL STRATEGIES**

Enhanced Return Focus

Limit Loss Focus

**DIVERSIFYING STRATEGIES**

Equity Alternatives

Bonds & Bond Alternatives

**COMPREHENSIVE SOLUTIONS**

Guided Portfolios

Portfolio Objective i

Growth

Income

Preservation

Geographic Focus i

US Markets

Global

Investment Vehicle Type i

Blended ETFs/  
Mutual Funds

Mutual Funds

ETFs

UMA

Individual Securities

Strategy Features i

Tax Sensitive

Customization/  
Tax Management

Personal Values

Boutique brand

Does not use Derivatives

No platform fee

MSA Eligible

Performance > 3 Years

171 Strategies

Search Strategies



**STRATEGY** ↓

**FAVORITES**

AIM Decathlon

SAVE

AIM Decathlon - Conservative

SAVE

Acadian International ADR Non-US Equity

SAVE

AllianceBernstein Sustainable Global Thematic ADR Po...

SAVE

AlphaSimplex Risk Efficient Alternatives

SAVE

American Funds Model Portfolios

SAVE

American Funds Retirement Income

SAVE

American Funds Tax-Aware Model Portfolios

SAVE

AssetMark Asset Builder

SAVE

AssetMark Asset Builder, Tax Sensitive

SAVE

AssetMark Global GuideMark Market Blend

SAVE

AssetMark Global Market Blend

SAVE

AssetMark Guided Income Solutions

SAVE

AssetMark Income Builder

SAVE

AssetMark Income Builder, Tax Sensitive

SAVE

AssetMark International ADR Direct Index

SAVE

AssetMark Managed Futures Strategy Fund

SAVE

MORE DETAILS



# Evolving Our Models-Based Platforms



AssetMark is a **models-based** portfolio management platform



Creating scale for advisors:  
Investment research & due diligence  
Portfolio Management / Tax  
Management Access to  
bespoke investments



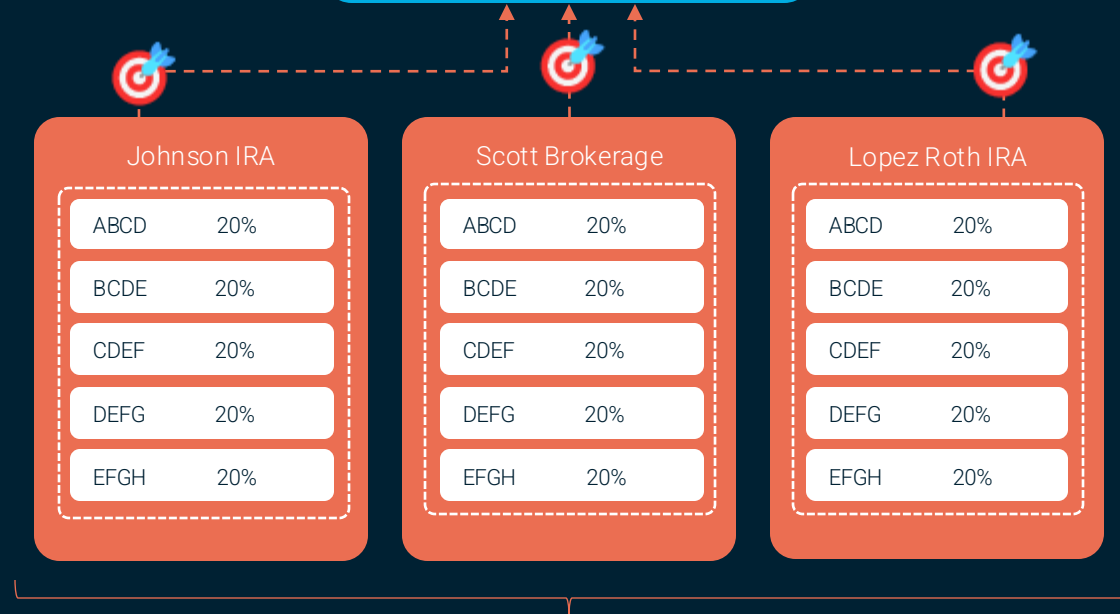
SET IT and FORGET IT advisors in  
the Independent Broker Dealer (IBD)  
space love us because we save  
them time



... as we push beyond our base of SET IT  
and FORGET IT advisors, into the RIA  
segment, we're going to find a different  
set of expectations

Example Model

|      |     |
|------|-----|
| ABCD | 20% |
| BCDE | 20% |
| CDEF | 20% |
| DEFG | 20% |
| EFGH | 20% |



Example Accounts

# Integrations

**Construct Portfolio**

Client Profile | **Construct Portfolio** | Fees | Portfolio Details | Account Setup | Create Documents | View Documents | Submit

Scott, Jonathan

**REGISTRATION SECTION**

Registration Type: Individual  
Registration Name: Jonathan Scott, Individual  
Custodian: AssetMark Trust

**Client Risk Assessment Guide**  
Proposed accounts and/or scenarios falling outside of the darker blue range may require additional suitability information.

Conservative > Moderate > Maximum Growth

Profile: 1 2 3 4 5 6

**ACCOUNT SECTION**

To create a proposed account, enter an investment amount and select an account type below.

Investment Amount: \$250,000  
Account Type: Multiple Strategy Account

Click the Add Investment button to start adding investments to the Multiple Strategy Account. A Multiple Strategy Account must have at least two investments but no more than eight.  
[Important information regarding third party reporting solutions.](#)

**Multiple Strategy Account** Add Investment

|   | Dollars   | Percent |
|---|-----------|---------|
| Core Markets  |           |         |
| Tactical Strategies - Enhanced Return Focus           |           |         |
| Tactical Strategies - Limit Loss Focus                |           |         |
| Diversifying Strategies - Equity Alternatives         |           |         |
| Diversifying Strategies - Bonds and Bond Alternatives |           |         |
| <b>Total</b>  | \$0       | 0.00%   |
| <b>Target Investment</b>                              | \$250,000 |         |

Dollar amounts are based on the proposed investment amount, and are displayed for your information only. Dollar amount allocations will be converted to percentages, and these percentages will be applied to the actual investment amount received.

[Hide Investment Approaches](#)

Save as a Template Cancel Review

Back Next



More than just a sandbox...



Native integrations with New Account Wizard and Investment Change Tool to optionally select a Wrapper Model for multi-strategy accounts



We will automatically disable selection of models with:

- Higher aggregate minimum than the investment amount
- Underlying models that aren't allowed at selected custodian
- Underlying models that can't be used by selected Agent
- Incompatible Risk Profile



BIC / Client List will recognize Wrapper Models as the selected investment



We're working closely with our Portfolio Management team to mirror the overall pattern of GPS Select model implementation (repeating a model ID across multiple accounts) within an MSA

# Important Information

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