


BUILDING

A WINNING BUSINESS
with **ASSETMARK.**



At AssetMark, we understand that your business is successful only when your clients are on track to achieve their financial goals. Every day, we strive to **help you make a difference in the lives of your clients.**

“You focus on the client and get the job done. The support I get has made a world of difference in how I grow my company and have more time with clients.”

- AssetMark advisor

AssetMark provides independent advisors innovative solutions, insightful guidance, and our undivided attention. Whether that's through compelling technology, consulting services, or offering a comprehensive suite of investment solutions. AssetMark's platform empowers advisors to provide the highest level of service possible to their clients.

approximately

\$91.5B

assets on platform*

870+

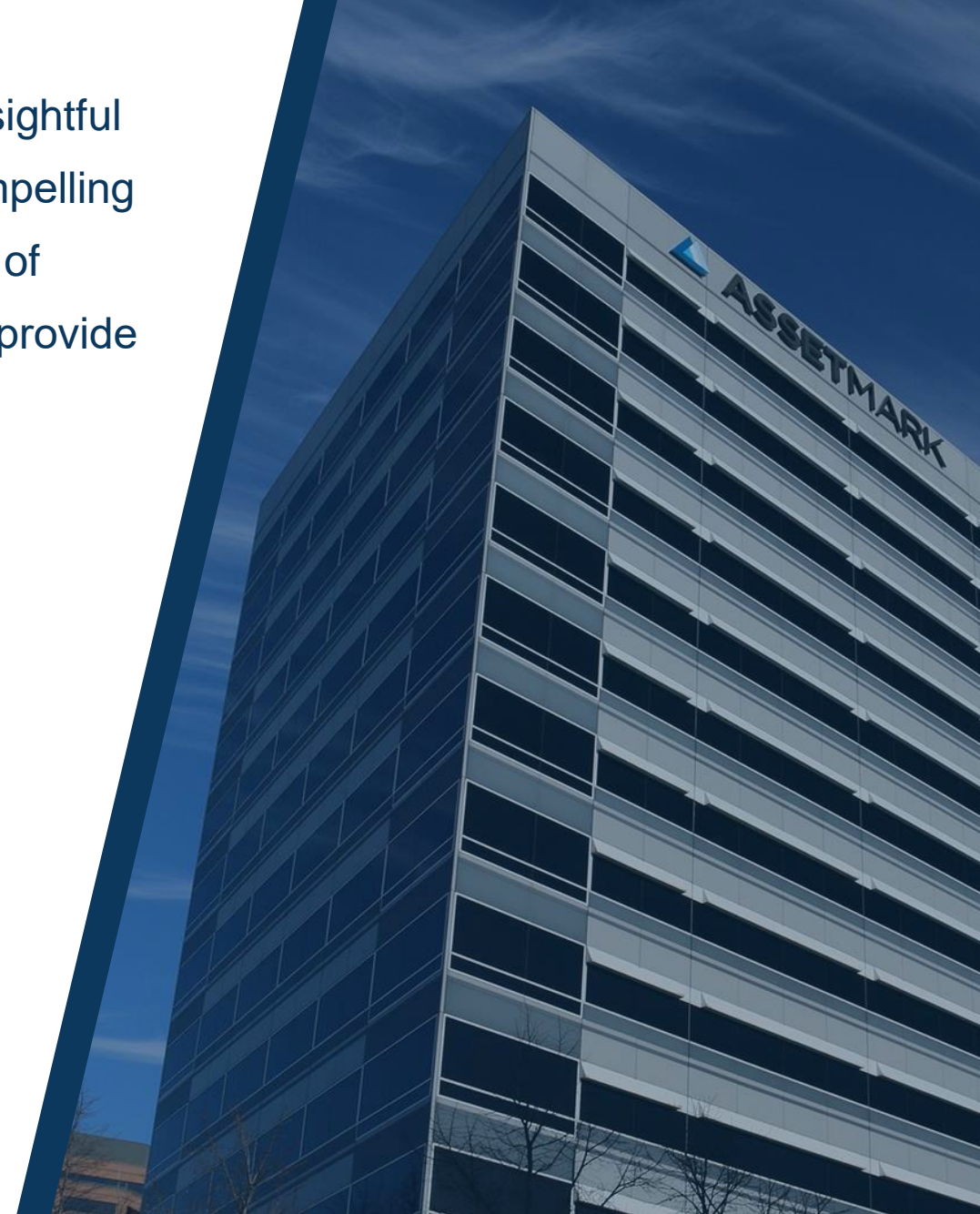
employees

over

25

years in business
with a history
innovation

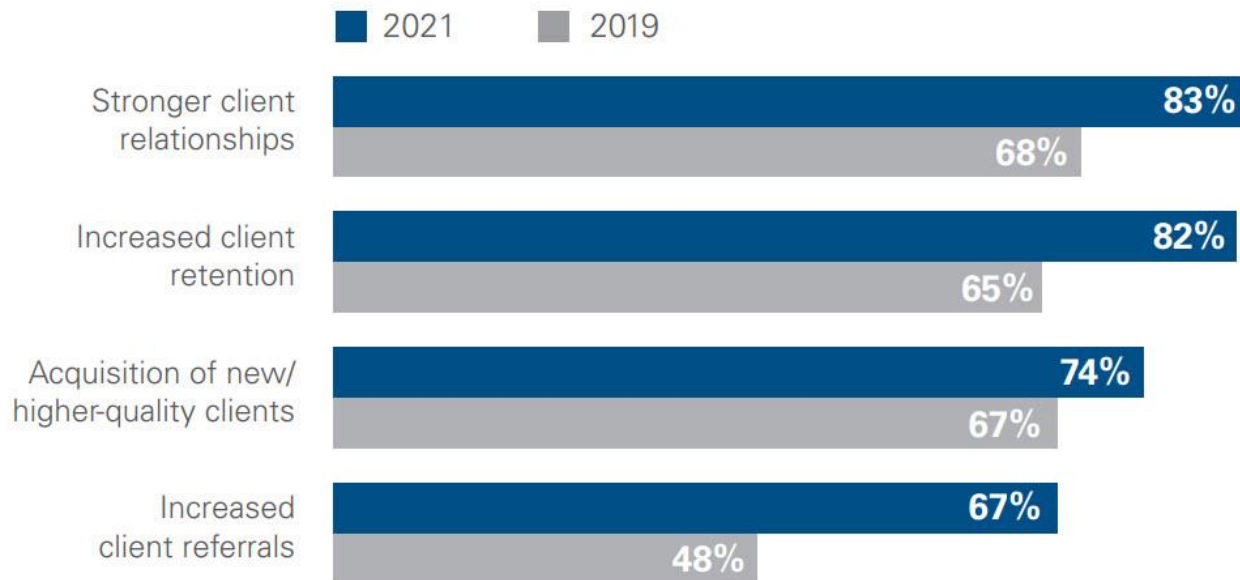
* as of 12/31/2022



We can help you develop stronger client relationships and save time

Client Relationship Benefits as a Result of Outsourcing Investment Management

% of Outsourcing Advisors



Time Saved

Hours Per Week

Less than
50% of assets
outsourced

5.7
hours
saved

50% or more
of assets
outsourced

7.9
hours
saved

Source: Impact of Outsourcing, 2021, AssetMark

Advisors who outsourced experienced:

Business Improvements as a Result of Outsourcing

% of Outsourcing Advisors



- Growth in their total assets under management
- Higher personal income
- Lower operating costs for their practice

Source: Impact of Outsourcing, 2021, AssetMark

We're focused on helping you drive success in your business by offering:



Access to unique
**investment
solutions**



Digital resources to
market and scale
your business



**Business
consulting** to help
you fine-tune your
practice and grow
more easily



Delivered with
outstanding service

Asset Management Excellence

It's not about a theoretical best fit for navigating the markets. It's about how to fit the right portfolio for a person *who you know* to the markets.

“AssetMark is continually improving the platform and staying on the leading edge of industry trends”

- *AssetMark advisor*

Access a curated selection of well-known strategists to create portfolios for your clients' financial goals and tolerance for risk

Core Markets	Core Market Exposure	
	Enhanced Return Focus	
Tactical Strategies	Limit Loss Focus	
	Equity Alternatives	
Diversifying Strategies	Bonds & Bond Alternatives	

AssetMark strategies may include investments from the following¹:

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Investment Solutions Providers are subject to change.

1. This is a sample of the investment solutions providers we include. It is not intended to be a comprehensive list.

Well-known investment strategists are complemented with boutique managers offering unique solutions

We can help you construct portfolios to your clients' needs or choose from portfolios managed by AssetMark or high-net-worth strategists

Turnkey Portfolios

ASSETMARK
GUIDED PORTFOLIO SOLUTIONS

ASSETMARK
GUIDED INCOME SOLUTIONSSM

ASSETMARK
WealthBuilderSM

designed and
managed by AssetMark

Open-design Portfolios

Curated platform featuring

- Mutual Funds, ETFs, SMAs, and UMAs
- Active and passive strategies
- Low-cost solutions
- ESG/SRI
- Tax-loss harvesting capabilities
- Income

construct portfolios
for your clients unique goals

Custom High-net-worth Solutions



City National Rochdale®
AN RBC/CITY NATIONAL COMPANY



William Blair

tailored to the needs
of high-net-worth investors

When you work with AssetMark, you're backed by a team of professionals who perform ongoing, comprehensive due diligence

Search for investment solutions

Ongoing evaluation of the firms, portfolio managers and performance

Publish their learnings

Provide insights and communication to support your client meetings

An investment in talent:

15+
years' experience of investment team leaders

7
Chartered Financial Analysts (CFA®)

4
Chartered Alternative Investment Analysts (CAIA)

11
Master's degrees in finance-related subjects

1
Accredited Investment Fiduciary (AIF®)

1
Certified Financial Planner (CFP)

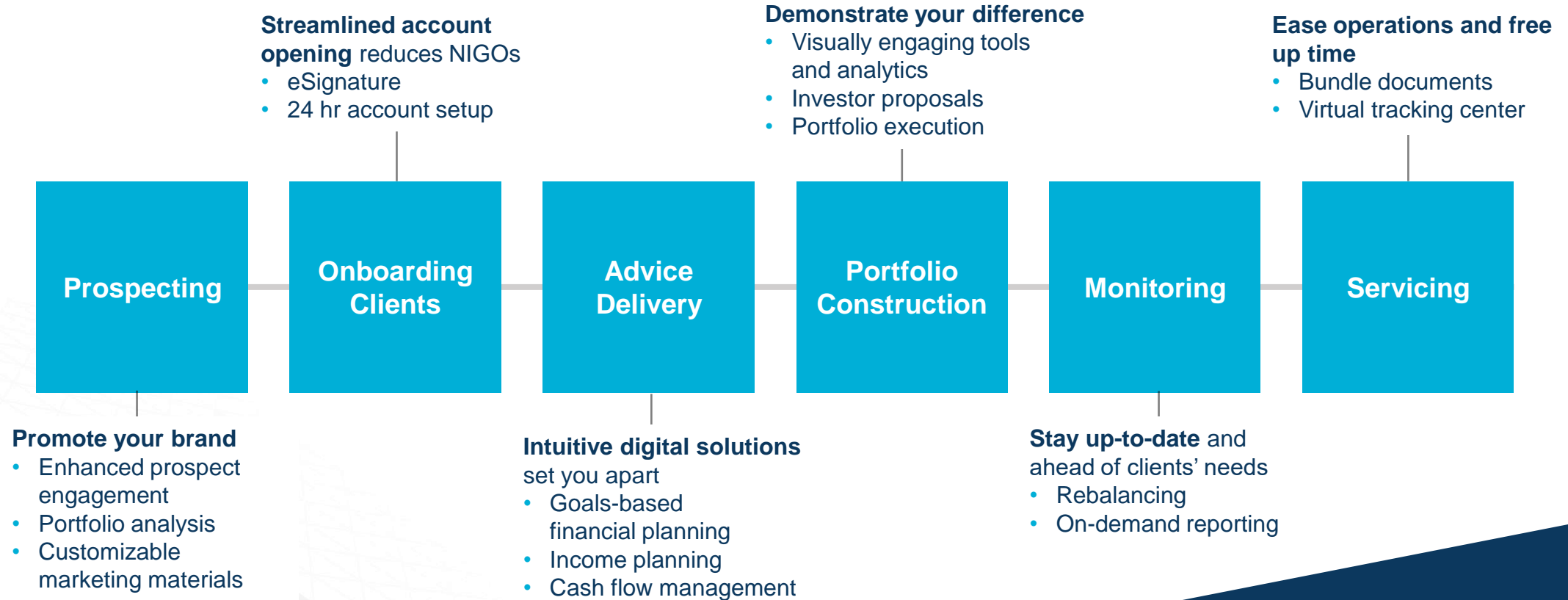
Our dedicated team of Due Diligence professionals does this every day, so you can focus on what matters most—**your clients**

Compelling Digital Experience

We're committed to delivering easy-to-use and innovative solutions that lead to great conversations between advisors and their clients.

“Great tools. Easy to Use. Client Friendly.”
- *AssetMark advisor*

A digital experience designed to support your business— and your clients' financial goals



Integration with custodians including AssetMark Trust, TD Ameritrade, Pershing and Fidelity simplifies your workflow

Strategic relationships help you market and manage your practice

Access industry-leading solutions with discounts and preferred pricing

Improve your client experience

- Absolute Engagement
- BombBomb
- MoneyGuide
- RightCapital
- Riskalyze
- Voyant

Maximize scale & efficiency

- Biz|Equity
- Foreside
- Cannon Financial Institute
- Foreside
- Redtail
- RIA in a Box
- Succession Resource Group

Enhance growth

- Advisor Websites
- AssetMark Marketing Advantage
- LeadingResponse
- ReminderMedia
- Retirement Learning Center
- Snappy Kraken
- WealthEngine
- Whitefrog Design
- White Glove

Strengthen firm wellness

- Cannon
- FCI
- SRG (Succession Resource Group)
- Skyview Partners

... scale your business, and free up time

Experienced Business Consulting

We help our advisors build practices that are sustainable and successful so they can achieve their professional goals.

“They take the time to learn about me and my practice”

- AssetMark advisor

Our **business consultants** can help you take your business to the next level

Marketing Your Business

- Refine your value proposition, create a marketing plan and attract your target client

Client Experience & Operations

- Streamline your process, scale your business and deliver on your promise to clients



Business Strategy & Planning

- Understand your firm's value, create a plan to improve your business and reach your goals

Empowering Your Team

- Attract the right talent, build your team and plan for their career success

Our experienced team brings a range and depth of experience to you...

Our Business Consulting team has

- Over 190 years of experience, combined
- Five former financial advisors
- Professional credentials including:
 - 2 MBAs
 - 2 Registered Corporate Coaches™
 - Securities registrations including 7, 9, 10 and 24

Focused on driving
results in your business

One advisor's results:

Business Assessments from 2012 to 2019 show:



Source: AssetMark, *Assess Your Business*

Great Relationships

Our advisors depend on us as business partners, not just product providers.

**“I ALWAYS come away with something
I can use in my day-to-day practice”**

- AssetMark advisor

A team-based model provides you with the support you need to **exceed clients' expectations**

Regional Consultant

Relationship Manager

New Advisor Team

Retirement Services Consultant

Internal Consultant

Business Consultant



Our service teams act as an
extension of your team

Service you can trust

All firms talk about delivering great service,
we back it up with **stellar execution.**

“AssetMark is a true partner and value us as the client. They understand we own the relationship with clients. The service is great.”

- AssetMark advisor

Our advisors rank our **service and operations support** as the **top reason** they recommend us*

85%

of calls are answered
in **20 seconds**

99%

of transactions are
processed **flawlessly**

100%

of accounts opened
within **24 hours****
(most same day)

* Advisor Experience and Net Promoter Survey 2021

** For applications submitted in good order, complete and accurate

Our experienced teams have successfully transitioned hundreds of advisors

We can help you...

- Assess your business
- Define your unique value proposition
- Build a customized service model

...and help you get started with **AssetMark**

14

Years of experience

More than
500

Advisors successfully transitioned

\$6B

Assets moved to the AssetMark platform

As of March 2020

Important Information

This is for informational purposes only, is not a solicitation, and should not be considered investment, legal or tax advice. The information has been drawn from sources believed to be reliable, but its accuracy is not guaranteed, and is subject to change.

Investing involves risk, including the possible loss of principal. Past performance does not guarantee future results. Asset allocation cannot eliminate the risk of fluctuating prices and uncertain returns. There is no guarantee that a diversified portfolio will outperform a non-diversified portfolio. No investment strategy, such as asset allocation, can guarantee a profit or protect against loss. Actual client results will vary based on investment selection, timing, market conditions, and tax situation. It is not possible to invest directly in an index.

For more complete information about the various investment solutions available, including the investment objectives, risks and fees, please refer to the Disclosure Brochure and applicable Fund Prospectus. Please read them carefully before investing. For a copy, please contact an AssetMark Consultant.

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