The E>valuator™

Software For Fiduciaries

www.e-valuator.com

THE E-VALUATOR

Goals and Benefits

The E-Valuator is:

1. A web-based, highly customizable investment analytics software that is easy to use and simple to understand.

2. An automated "back office," providing daily monitoring and notification delivery at no additional administrative time or expense.

3. Capable of automated reporting tailored to each Investor's delivery preferences.

4. A software that makes the complicated simple, the time-consuming efficient, and the costly profitable.

EVERY INVESTOR IS DIFFERENT. They have different performance expectations, risk tolerance, time horizons, investment experience, etc. An investment strategy that appeals to one Investor may alarm another. In other words, there is no "one size fits all" approach to meeting Investor demands.

Likewise, every Advisor is different. Advisors strive to set themselves apart from their competition by delivering a higher-valued client experience while maintaining cost efficiency. As a fiduciary, it's the Advisor's responsibility to guide clients toward their financial goals in a manner that meets the clients' suitability and expectation standards.

Investment Firms are constantly striving to maintain operational consistency for every level of Advisor they oversee. The ability to exercise more control (oversight) over less experienced Advisors while not restricting more advanced Advisors is an ongoing challenge.

The E-Valuator Software was created to meet the needs of Investors, Advisors, and Investment Firms alike.

Below are a few advantages for each:

INVESTOR

- Analytics at a personal level
- Easy-to-read, comprehensive statements
- Customized statement delivery

ADVISOR

- Deliver personalized client service
- Mitigate fiduciary liability
- Increase profits by improving efficiency

INVESTMENT FIRM

- Manage fiduciary liability
- Efficiently operate a firm-wide oversight program
- Adjust analytical controls based on advisor experience

THE E-VALUATOR MAKES IT QUICK AND EASY TO ASSESS THE HEALTH OF AN INVESTOR'S PORTFOLIO.
Mutual funds and exchange-traded funds (ETFs) are compared to their Morningstar benchmarks based on user established criteria. With this revolutionary software, you'll be able to:

PERSONALIZE. **The E-Valuator Software** can be tailored to suit any investment philosophy. Researching, filtering, and selecting investments couldn't be simpler or more comprehensive.

VISUALIZE. Numbers are boring. Help investors conceptualize their financial performance with over 15 charts and reports, including the Bubble Chart.

CONVENIENCE. Fund research, monitoring, and finding replacement investments can be a hassle. Our system performs these tasks in a highly efficient, cost-effective manner thereby freeing up time and mitigating fiduciary risk.

EXCELLENT FOR FIRM OVERSIGHT

- *Investment data updated daily by Morningstar, Inc.*
- *Dynamically displays 15+ charts and reports.*
- *Color coded reports for an easy "at-a-glance" picture of complex data.*
- *Displays annualized, rolling, and calendar returns across 13 timeframes.*
- *Select up to 3 replacement investments that meet client criteria when a fund is no longer suitable.*
- *Captures client's Investment Policy Statement (IPS); generates an IPS addendum, fees, disclosure, and more.*

PERSONALIZE

Meet Every Investor's Demands

– Sample Illustration –

KEEP DIAL

Dial Setting +20%

Returns

Benchmark:	10%
Keep Zone:	>12%
Above Avg. Watch:	10 - 12%

REPLACE DIAL

Dial Setting -15%

Returns

Benchmark:	10%
Replace Zone:	<8.5%
Below Avg. Watch:	8.5 - 10%

ACCOUNT SET-UP IS SIMPLE AND CUSTOMIZATION IS EASY. THE E-VALUATOR UTILIZES 3 COMPONENTS TO ESTABLISH EACH INVESTOR'S PERFORMANCE DEMANDS:

DIALS | DURATION | CREDIT ATTRIBUTION

DIALS. Two Dials are used to determine what's considered a good investment and a bad investment. The KEEP and REPLACE dials allow you to easily establish and adjust the desired performance requirements for each Investor, and can be modified on the fly.

The KEEP dial establishes an Investor's excess return expectations above a fund's benchmark. The higher the setting, the better a fund will have to perform relative to its Morningstar benchmark in order to be deemed a "KEEP." The KEEP dial can range from 0 to +50%.

The REPLACE dial identifies when an investment's performance relative to its Morningstar peer group is no longer acceptable. The REPLACE dial can range from 0% to -50%.

DURATION. This setting coincides with the REPLACE dial and determines how long a lagging investment will be tolerated until replacement is warranted. The Duration setting can range between 1 and 15 months.

2-DIALS CREATE 4 ZONES

KEEP

ABOVE AVERAGE

BELOW AVERAGE

REPLACE

- The **KEEP ZONE** identifies investments that outperform their benchmark average return by an amount equal to, or greater than, the *Keep* dial setting.
- The **ABOVE AVERAGE WATCH ZONE** identifies investments that outperform their benchmark average return, but not to the level established by the *Keep* dial.
- The **BELOW AVERAGE WATCH ZONE** identifies investments that lag their benchmark average return, but not to the level established by the *Replace* dial.
- The **REPLACE ZONE** identifies investments that lag their benchmark average return by an amount equal to, or greater than, the *Replace* dial setting.

CREDIT ATTRIBUTION TABLE. Combine historical timeframes and credit attribution to dictate your investment analysis.

TIMEFRAMES. An Investor's focus on short-term or long-term performance can play a significant factor in their portfolio's composition. **The E-Valuator** tracks 13 historical performance timeframes for investment analysis that are updated daily. The selected Dial settings are applied against the chosen Timeframes.

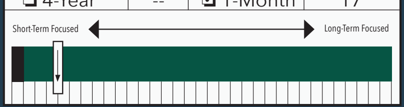
CREDIT ATTRIBUTION. Some timeframes are more important than others. Allocating "credits" to each timeframe establishes the Investor's preferential weighting. Timeframes with more credits have more influence on the overall analysis than timeframes with little or no credits.

The total number of credits will always equal 100. As a result, the amount of credits assigned to each timeframe equals the percentage of influence that timeframe has on the analysis.

The E-Valuator comes with 25 pre-set timeframe and credit attribution settings that range from short-term to long-term orientation. The graphic on the left depicts a shorter-term focused pre-set, while the graphic on the right depicts a longer-term focused pre-set. Advisors and Investor's also have the ability to customize their Credit Attribution settings to match their preferences.

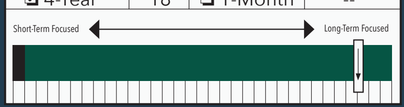
Credit Attribution Table
Setting #4

❑ 10-Year	--	☑ 3-Year	9
❑ 9-Year	--	☑ 2-Year	13
❑ 8-Year	--	☑ 1-Year	18
❑ 7-Year	--	MONTH	
❑ 6-Year	--	☑ 6-Month	21
❑ 5-Year	--	☑ 3-Month	22
❑ 4-Year	--	☑ 1-Month	17



Credit Attribution Table
Setting #22

☑ 10-Year	16	☑ 3-Year	13
❑ 9-Year	--	☑ 2-Year	7
☑ 8-Year	21	☑ 1-Year	2
❑ 7-Year	--	MONTH	
❑ 6-Year	--	❑ 6-Month	--
☑ 5-Year	23	❑ 3-Month	--
☑ 4-Year	18	❑ 1-Month	--



VISUALIZE

Making the Complex Simple

THE BUBBLE CHART. Numbers can be difficult to digest**.** One of the most valuable and popular reports in **The E-Valuator** is the Bubble Chart. This chart quickly identifies the status of each investment relative to its peers based on the customizable performance standards set by each Investor.

Total Credit Legend		Asset Attribution
Indicator	Total Range	% of Assets
K	60.0 - 100	54.39%
W	50 - 60.0	8.48%
W	42.5 - 50	7.53%
R	0.0 - 42.5	29.60%

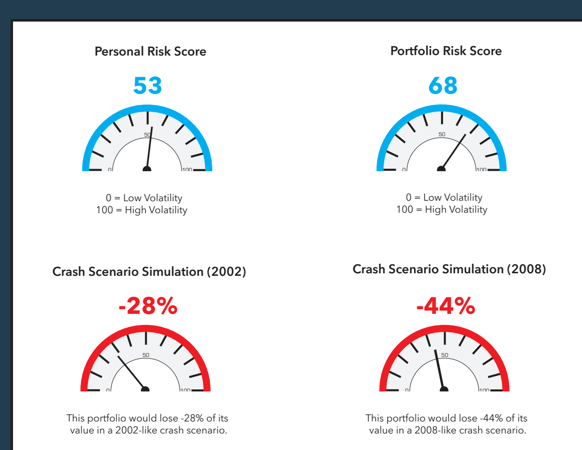
KEEP
ABOVE AVERAGE WATCH
BELOW AVERAGE WATCH
REPLACE

UNDERSTANDING THE BUBBLE CHART:

The Bubble Chart consists of the 4 zones created by the 2-dial settings. Each investment is represented by a bubble. Each bubble corresponds to its color-coordinated ticker symbol along the bottom axis. Bubbles in the KEEP zone represent investments that are meeting performance requirements, while bubbles in the REPLACE zone are investments warranting replacement. Larger bubbles represent investments with more assets than smaller bubbles.

RISK ASSESSMENT. The E-Valuator comes equipped with a risk questionnaire that assigns a Personal Risk Score to the Investor. Once completed, this score is compared to the Portfolio Risk Score (blue dials), and asset allocation changes are suggested to bring both scores into alignment.

The Risk Assessment also simulates how the portfolio would have hypothetically performed during 2 stock market crash scenarios (2002 and 2008; red dials).



CONVENIENCE

Maximizing Efficiency

The E-Valuator Software was designed to make the investment management process easy. Some of the features that accomplish this include the Investment Finder and the Administrative Controls.

INVESTMENT FINDER. Narrow down a list of 35,000+ mutual funds and ETFs using **The E-Valuator's** 3 step filtration process. First, select from 40+ filtration criteria based on what you deem most important. Second, limit your search to a specific Morningstar benchmark. Third, finalize the selection process by establishing a minimum **E-Valuator** score requirement–only investments that score at this level or higher will be displayed. Compare and contrast the remaining investments in order to determine which is most appropriate for your portfolio.

The Investment Replacement Report allows you to compare up to 3 investments side-by-side with the original investment to determine which is best suited for the portfolio. Rely on clear and concise documentation to secure Investor suitability and mitigate liability.

INVESTMENT SELECTION CRITERIA INCLUDES:

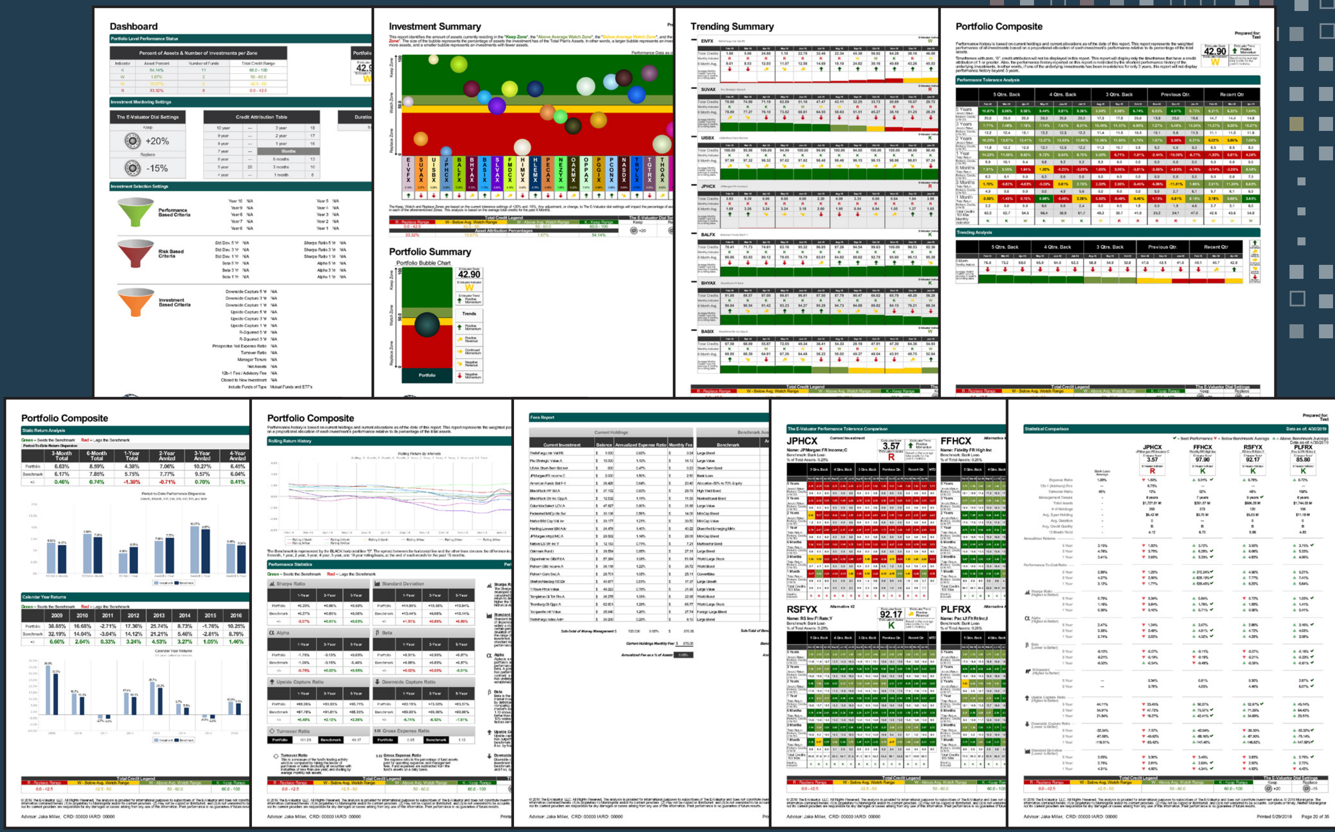
- *Brokerage Availability*
- *Ranking Compared to Benchmark*
- *Numerous Risk Ratios*
- *Expense Ratio*
- *Turnover*
- *Manager Tenure*
- *12b-1 Fee / Advisory Fee*
- *Net Assets*
- *Etc.*

ADMINISTRATIVE CONTROLS. Advisors have different levels of expertise. The Administrative Controls allow investment firms to restrict the level of utilization an Advisor has based on their experience. With 5 levels–1 being the most restrictive and 5 being the least–firms can migrate Advisors through each level from "view only" to "full access" as they gain more industry experience and knowledge.

	Administratively Controlled						Advisor Controlled						
	Criteria Filter	Credit Attribution	Dial Setting Ranges	Duration Setting	Alternative Investments	Investment Finder	Criteria Filter	Credit Attribution	Dial Setting Ranges	Duration Setting	Alternative Investments	Investment Finder	Quick View Lookup
❑ Level 1	✓	✓	✓	✓	✓	✓	–	–	–	–	–	–	✓
❑ Level 2	✓	✓	✓	✓	✓	–	–	–	–	–	–	✓	✓
❑ Level 3	✓	✓	✓	✓	–	–	–	–	–	–	✓	✓	✓
❑ Level 4	✓	✓	–	–	–	–	–	–	✓	✓	✓	✓	✓
❑ Level 5	✓	–	–	–	–	–	–	✓	✓	✓	✓	✓	✓

REPORTS

Information at your fingertips



If you would like to schedule a demo or have any questions regarding the software, please contact us at:

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