



**A D V I S O R Y W O R L D**

# Advisor Proposal Generator

FAQs

**Q: What is needed to begin a new proposal? What are the necessary data input elements?**

**A:** For a New Proposal the following are required:

- Client and Household Name
- Allocations for Proposed Accounts

For a New Proposal the following are optional:

- Email address can be valuable for sending the Questionnaire to potential clients
- Risk Profile Questionnaire
- Current/Existing account allocation(s)
  - For Comparison purposes

**Q: Is there an upload template available for Current/Existing Accounts?**

**A:** Yes, an Excel CSV import template is available in the “Existing Accounts” section of the program.

**Q: How are the Risk Scores in the Current/Existing accounts calculated?**

**A:** The Risk Score is based on a 1-to-100 scale of the trailing, backtested hypothetical standard deviation for investments or portfolios thereof. When necessary, performance for “younger” investments is backfilled using the benchmark for the investment as a proxy.

**Q: How is the Risk Profile Score from the questionnaire calculated?**

**A:** Each answer to a given question is assigned a score. The sum of such scores comprises the client's Risk Profile Score.

The default breakdown by Investment Objective (configurable by administrators):

- 0-29 – Capital Preservation
- 30-49 – Income
- 50-59 – Growth with Income
- 60-69 – Growth
- 70-100 – Aggressive Growth

**Q: How is the time horizon for various calculations in the Proposal and Fact Sheet reports determined?**

**A:** The time horizon for reports will default to the common asset inception date. That is, the date on which all assets in the portfolio had incepted. Settings can be changed to other lengths, such as 3 years, five years or 10 years. If a time horizon is chosen which goes back further than an asset's inception date, returns will be backfilled using the position's benchmark as a proxy.

**Q: Can reports have custom branding for specific firms?**

**A:** Yes, our report output color coding can be customized. A GIF, JPG or PNG file can be uploaded to show a company logo and Hex colors can be input into the system so that reports can match brand guidelines.

**Q: Can Firms customize report disclosures?**

**A:** Yes, disclosures can be customized for firms. Such customizations can be sent to the AdvisoryWorld Support team for inclusion in a firm's report output.

**Q: Can fees be entered into the system?**

**A:** Fees can be entered in the Advisor Profile settings page and selected on the Proposed Accounts page. Fees do display on report output and are reflected in the performance analytics.

**Q: What are the data sources for the asset types in the application?**

**A:** AdvisoryWorld maintains a product master consisting of data from various sources including Lipper, Morningstar, Intercontinental Exchange and ZACKS:

- Stocks
- Mutual Funds, Closed-End Funds, ETFs, Variable Annuities
- Separately Managed Accounts (SMAs)
- Bonds and Fixed Income

**Q: Are there any asset types that are not included in the application?**

**A:** Data is not currently provided for UITs, Preferred Stocks, options or liquid alts. That said, many times users will choose an index as a proxy for such investments. Users also have the flexibility to create these assets themselves by simply importing their historical monthly returns.

**Q: Is the Advisor Proposal Generator integrated with other technology vendors?**

**A:** Users of Redtail, Quovo, Black Diamond, WealthAccess and Orion can pull account information into the Advisor Proposal Generator. Salesforce and Albridge, among others, are currently in development and are expected for release in 2019.

**Q: Can I open accounts in other platforms from the Proposal Tool?**

**A:** Yes, at this time the Advisor Proposal Generator permits users to open accounts at TD Ameritrade via DocuSign and through Orion's New Account Center.

**Q: How do I use the ACQUIRE tool?**

**A:** The url link available at the bottom of the Advisor Profile page can be distributed in emails, social media accounts or websites so that prospective clients can access a Risk Profile and/or Getting to Know your Client Questionnaire. Once an iout, the advisor will be notified a questionnaire has been completed and the proposal itself can be constructed.