

MEMBER SIPC/FINRA/REG'D MSRB

## Institutional Custodial Services Exclusively for Independent Registered Investment Advisors



#1 RIA Custodial platform in the T3/Inside Information Advisor Survey

Winner of <u>WealthManagement.com</u> Award for Best Technology among RIA Custodians under \$25 billion.

Shareholders Service Group 9845 Erma Road, Suite 312 San Diego, CA 92131-1084 www.ssginstitutional.com



MEMBER SIPC/FINRA/REG'D MSRB

# Advisor's Advantage

**Products and Services For Your Advantage** 

9845 Erma Road, Suite 312 San Diego, CA 92131-1084 Phone: (800) 380-7370 Fax: (858) 530-1820 www.ssginstitutional.com

Advisor's Advantage\* provides your firm preferred access to products and services developed by independent companies specifically for independent RIAs, often at discounted rates. These products and services help advisors build, grow and make their practice more efficient. Unless stated below, when contacting the product provider just mention you are working with SSG in order to take advantage of the discount. Products and services herein are not provided by SSG.

ot provided by SSG.		
Compliance / Regulatory Service & Support / Cyber Security		
AdvisorAssist Build Grow Protect Optimize	AdvisorAssist www.advisorassist.com (866) 513-4042 Provides comprehensive RIA start-up and ongoing support services including RIA Registration, B-D Transition Strategy, Compliance Program Design, Ongoing Compliance Support and Technology Strategy. They provide ongoing support for RIAs with Annual Compliance Programs, SEC/State Exam Preparation, Advertising Reviews (incl. Social Media) and more. AdvisorAssist is offering a no charge consultation and 15% discount off their standard rates for <i>RIA registration</i> for SSG Advisors.	
Advanced Regulatory Compliance, Inc.	Advanced Regulatory Compliance <u>www.advreg.com</u> (310) 275-7300 Tailored regulatory and compliance advice. Guidance for Form ADV creation, revisions and review; "mock" audits, registration and licensing issues, operations manual development, and many other areas pertaining to regulatory/ compliance matters. 10% discount from published rates.	
RIAin a Box Services & Technology	<b>RIA in a Box</b> www.riainabox.com (440) 230-3627 Our staff of industry professionals and former regulators guides you through the entire planning and registration process and creates customized documents specific to your business. For all service levels, we assist with Form ADV amendments and individual adviser registrations. We also offer <u>unlimited</u> compliance consulting time and document review as part of our Professional program. All firms also gain access to our industry- leading online RIA compliance software platform, <i>MyRIACompliance</i> ™ which will allow you to more proactively manage your day-to-day compliance responsibilities. Mention SSG when you join one of our ongoing compliance programs and receive your first full month of service free. For more information, contact Jennifer Fair at <u>ifair@riainabox.com</u> or call 440.230.3627.	
FORESIDE	<b>Foreside</b> www.foreside (866) 251-6920 At Foreside our experienced professionals strive to meet your compliance needs so that you can rest easy and focus on what you do best. Our hallmark focus is on providing reliable, convenient and reasonably priced services that are geared to RIAs. Some of the services Foreside offers include registration with the SEC or states, on-site compliance reviews, web site and advertising reviews, customized supervisory procedure manuals, IARD filing services, and assistance with on-going compliance needs. Customized services are designed to allow your firm to work closely with our compliance consultants in structuring a compliance system that is appropriate for your specific regulatory needs. For more information please contact <u>busdev@foreside.com</u>	
RED OAK Compliance Solutions	Red Oak Compliance Solutions LLC <u>www.redoakcompliance.com</u> (888) 302-4594 Red Oak is a full-service compliance consulting firm helping Advisors with a range of registration, compliance, and supervisory services. Our goal is to allow you to focus on your clients and other priorities while we assist with your compliance burden. 888.302.4594 or visit our website, www.redoakcompliance.com, to learn more. 10% discount.	

Compliance / Regulatory Service & Support / Cyber Security Continued	
REGISTRAR	<b>RIA Registrar</b> www.riaregistrar.com (800) 441-1219 A turnkey solution for RIA registration. They offer: support for passing the 65, state/SEC registration, books and records, annual renewal, registration program, RIA maintenance program and E&O coverage. Mention SSG when you call and you will receive a flat \$300 discount off their standard rates.
ChicagoClearing	<ul> <li>The Consortium www.liftburden.com (805) 987-6115</li> <li>Protect your license and reputation - avoid compliance deficiencies - steer clear of regulatory fines.</li> <li>The consortium brings together the body of knowledge of compliance, practice management, and marketing through the years of industry experience of its founder, Nancy Lininger. Nancy has hands-on experience in sales, marketing, and compliance consulting. In addition to consulting, she offers a range of user-friendly customizable compliance resources (templates, guides, forms and research), designed to get you on the right side of securities compliance regulations - and keep you there. Contact Todd Sakoda, todd@liftburden.com,</li> <li>Chicago Clearing Corporation www.chicagoclearing.com (312) 204-6970</li> <li>CCC is the securities class action recovery specialist. CCC serves a wide range of investors including hedge funds, bank trust departments, investment advisors, pension funds, brokerage firms, and proprietary trading firms. No matter the type of investor, CCC uses its many years of experience to retrieve every dime for our clients. Contact Bian Blockovich at (312) 204-6970 for more information.</li> </ul>
WdvisorArmor	Advisor Armor, <u>www.advisorarmor.com</u> (800) 421-7897 Leading business and regulatory cybersecurity compliance-consulting firm for investment advisors. We deliver comprehensive interpretation, sound guidance, and the tools needed to establish and evidence required elements including policies and procedures, training and testing, vendor vetting, technology audits along with managed breach response. Firm coverage is \$99 per month with no contract required. Shareholder Services Group members get a 20% discount. <u>Get Coverage</u>

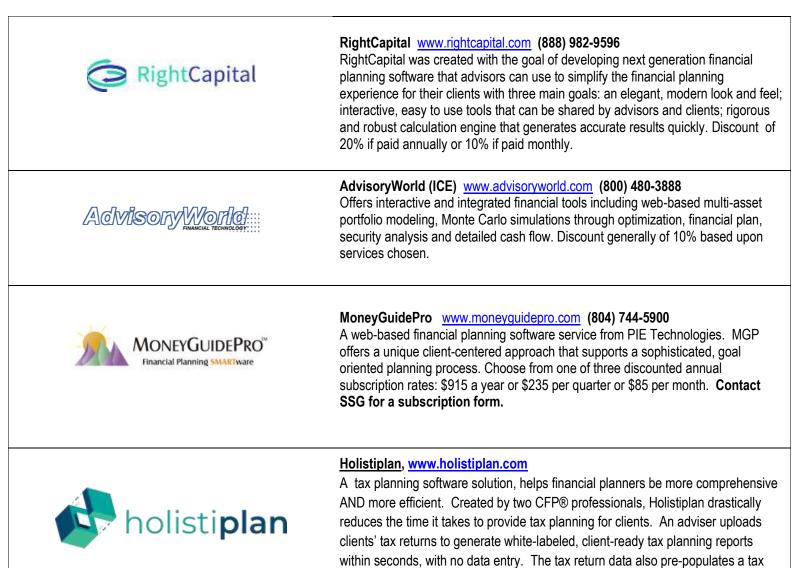
### **Errors and Omissions Insurance**



Markel Cambridge Alliance www.markelcambridge.com (800) 691-1515 Program manager for E&O insurance that concentrates on RIAs, IARs, financial planners and asset managers. Discount of 5% for advisors using SSG, an additional 5% for NAPFA and/or FPA members.

### Financial and Tax Planning Software

Advyzon www.advyzon.com (844) 829-0039 Advyzon is an all in one technology for advisory firms, which includes client reporting, billing, CRM, and document management. Advyzon also has the highest customer satisfaction in the industry in both Portfolio Management and All-In-One systems as of February 2018 in the Bruckenstein/Veres technology survey. Discount of 13 months for the price of 12 month.



### within seconds, with no data entry. The tax return data also pre-populates a tax projection tool for more detailed tax planning. Holistiplan is removing barriers for advisers to provide robust tax planning services to their clients. 10% discount available

### Marketing / Communications / Websites



#### Snappy Kraken, www.snappykraken.com 844-762-7795

A complete digital marketing strategy ready to deploy. Proven strategy, modern tactics, and flawless execution – all done for you. Never wonder what to send because you'll have the perfect balance of evergreen and timely content at your fingertips. Promote your business consistently on every channel — Email, Social Media, Online advertising/retargeting and more. Contact them directly for pricing.

### Forefield, Inc www.forefield.com/ssg (800) 550-6831

Provides sales, education, and client communication tools that enable financial advisors to deliver current, concise and compliant resources to their clients. Discounts vary depending upon the services selected.



### Impact Communications www.impactcommunications.org (800) 974-7753

A full service marketing communications firm, with turnkey brand/identity packages, public relations, and coaching services directed specifically for independent RIAs. Discounts vary by service chosen.

ALBRIDGE <sup>®</sup> SOLUTIONS A © PNC Company	nt, Performance Reporting & Rebalancing Albridge Wealth Reporting www.albridge.com On-Line Consolidated Reporting. How much time do you spend every day searching for client information that should be at your fingertips? Do preparing client reports consume your time? Imagine what it would be like to have all of this information, instantly, and with just the click of a mouse. With Online Consolidated Statements and Performance Reporting, you can get out of the data-management business and focus on clients. Discounted over 50% through SSG. <i>Please</i> <i>contact SSG for a subscription form.</i>
AdvisorPeak	AdvisorPeak, <u>www.advisorpeak.com</u> (801) 679-2646 Innovative portfolio Insight and rebalancing for financial advisors. Using trading and rebalancing software is the most powerful and intuitive way to manage your client portfolios. Our software is supported by an experienced team with more than a decade of experiencing building software solutions for the wealth management industry. It's time for a new industry standard in portfolio rebalancing. Contact AdvisorPeak directly for special discount pricing for advisors using SSG.
Backoffice	AllBackoffice www.allbackoffice.com (919) 741-6104 Through a comprehensive array of operational services including portfolio accounting and administration, billing, performance reporting, held away account aggregation, data integration, and client web reporting, AllBackoffice helps to ensure that advisors can focus on client service instead of operational challenges. AllBackoffice Consulting excels at providing outsourced managed technology along with a commitment to limit conflicts of interest. AllBackoffice is focused on helping advisors leverage tools and processes to run an efficient and scalable back office. Advisor referrals from SSG will receive a waived implementation fee for AllBackoffice Data Aggregation (\$800.00 Value) or AllBackoffice Web Reportal Implementation and Training (\$600.00 Value). Call (919) 741-6104, choose sales and contact Marty Morua from the menu.
AssetBook	AssetBook www.assetbook.com (301) 387-3238 AssetBook is a portfolio management system for advisors looking to minimize their administrative demands and maximize their client interaction. AssetBook provides advisors with a combination of web-based software including Portfolio Accounting, Reporting, Trading, and Client Access. AssetBook is currently offering Shareholders Service Group advisors a \$500 discount on its implementation fee.
BLACK DIAMOND PERFORMANCE REPORTING <sup>M</sup>	Black Diamond Performance Reporting www.blackdiamondreporting.com (904) 241-2444 Black Diamond Performance Reporting ™ is the leading provider of web-based, outsourced portfolio management and reporting platforms for independent advisors and wealth managers. Our mission is to support and cultivate advisor greatness by providing the best combination of technology, service and innovation in the industry. \$5 per month per account through SSG. <i>Please contact SSG for a</i> <i>subscription form.</i>

<b>blue</b> leaf	Blueleaf, www.blueleaf.com (877) 882-5287 Blueleaf full automated reporting and a communications platform that allows advisors to access proprietary research and insights, industry best practices, practice management consulting and on-going training. Blueleaf automates the information advisors need to run their business and manage the client relationships. The platform includes account aggregation, , business analytics and benchmarking. Exclusive pricing to advisors using SSG for \$4/household/month with no per account fee, no per user charges, and no long-term contracts. Contact John Pendergast, john@blueleaf.com
다. Capitect	Capitect, <u>www.capitect.com</u> (323) 375- 2902 Modern Performance Reporting, Billing, and Rebalancing For Advisors - Everything you need from a portfolio management system. None of what you don't. Founded by a successful advisor, Capitect offers modern performance reporting, client billing and rebalancing tailored for the needs of advisors. Prices starting at \$125.00 per month.
eMoney	eMoney www.emoneyadvisor.com (888) 362-4612 An all-in-one comprehensive wealth planning solution to support every stage of life, including a client portal, account aggregation, digital document storage, needs analysis, advanced planning, performance reporting and much more. Discounts range from \$300 to \$900 based upon the package selected. Contact SSG for full discount offer.
Investigo" a division of Broadridge	Broadridge's Investigo Investigo (800) 353-0103 Advisor Solution provides financial advisors with an unprecedented combination of portfolio management, sales and marketing productivity, and flexible reporting options in a single platform. Most importantly, you can focus on growing your business, instead of spending time accumulating and managing data. Discount user rate of \$100 per month per user. Contact Robert Forish, Phone: 260-407- 1931, Email: robert.forish@broadridge.com
<b>M</b> RNINGSTAR®	Morningstar Office <sup>SM</sup> www.morningstar.com (800) 957-6023 Morningstar Office is a complete practice and portfolio management system for independent financial advisors. This all-inclusive platform is designed to support the core aspects of an advisor's practice. It features a robust portfolio management and performance reporting system. It provides advanced research capabilities and sophisticated investment planning via Morningstar Advisor Workstation. It also has intuitive customer relationship management (CRM) tools for batch reporting and secure communications using the Client Web Portal and document vault. Morningstar Office users also have the option to outsource all of their account management and reconciliation with Morningstar <sup>®</sup> Back Office Services <sup>SM</sup> ( <i>this is an additional charge</i> ). To learn more or purchase the product, contact Morningstar directly at 800-957-6023. SSG Advisors get a 10% discount off of the standard list price for Office.
✓Ξ AdvisorEngine	AdvisorEngine       www.advisorengine.com       (866) 826-2731         AdvisorEngine operates at the forefront of wealth management – reimagining how technology can serve financial advisors by offering services including account aggregation, CRM, goals-based financial planning tools, performance reporting, tax-efficient trading and rebalancing, model portfolios, billing, client on-boarding and much more.
	anu much more.

Panoramix, www.panoramixfinancial.com (630)248-1853



Panoramix<sup>™</sup> provides efficiencies that translate into lower costs and high value for the advisor.

- **Performance Reporting.**Comprehensive, full featured, flexible reporting with multiple methodologies.
- Billing. Extremely flexible and versatile billing system, customizable for advisors' processes.
- Client Portal. Simple client access and vault, white labeled for advisor branding.
- Integrations. Streamline processes via integrations with CRM, Financial Planning, Rebalancing, Aggregation and Forms platforms to optimize existing technologies.
- Intuitive, Easy to Use. Minimal training to get up and running quickly.
- Service Culture: Responsive, personable expert support.

Bridge Financial Technology www.bridgeft.com (312)-517-1000

#### BridgeFT offers automation software for a simplified back-office experience. Our Bridge web-based platform will support your practice with fee billing, performance reporting, as well as trading and rebalancing. SSG advisors will receive a 15% discount off list price. Advisors transitioning from legacy solutions may have the opportunity for even further discounts on implementation. Go to. sales@bridgeft.com to set up a demo. **Practice Management Services and CRM Systems** Advisors Assistant www.AdvisorsAssistant.com (800) 799-4267 A leading client and portfolio management software for the financial services industry. It combines CRM with optional Portfolio Management, to help advisors build stronger and more meaningful relationships with their clients. Advisors Assistant can track investments, download investment data from SSG and calculate Performance (both Time and Dollar). You can choose Web-Based or Computer-Based access. Advisors Assistant provides toll free telephone support, training webinars and Updates. SSG Advisors receive a 15% discount. PlanPlus/FinaMetrica www.planplus.com (800) 364-1293 The PlanPlus financial advice platform offers the broadest set of software PlanPlus tools to serve the worldwide financial advice community through our multilingual, multi-currency and multi-jurisdictional (taxation) financial planning software and next-gen intelligent automated financial advice solutions (robo-**Risk Tolerance Profilin** advisor). PlanPlas Global Group of Companie Wealthbox www.wealthbox.com Modern CRM for financial advisors. Full-featured CRM with several tools, including contact management, activity stream, task management, automated workflows, file Wealthbox storage, and many, many more. Contact Wealthbox for discount details, support@wealthbox.com GlobalRelay www.globalrelay.com (866) 484-6630 Offers email and IM compliance archiving and monitoring, specifically developed to **Global Relay.** meet SEC Investment Advisor Act Rules 204-2 & 206(4)-7 in connection with electronic business communications. Discount pricing available on an annual and a monthly basis, depending upon duration and number of users.

### **Practice Management Services and CRM Systems**



BILLFIN

POWERED BY REDI2

AndesWealth Technologies MacroRisk Analytics www.macrorisk.com 888.502.3605

A subscription-based service that provides a patented and proven approach to measuring the impacts of key economic variables on your clients' portfolios, including an advanced MacroRisk optimization tool. MacroRisk Analytics is offering a 20% discount on the Analysis

#### DataPoints www.datapoints.com (678) 389 - 5559

Which clients will follow a financial plan? Which clients will sell in a down market? How can you guide clients to be *The Millionaire Next Door*? DataPoints assessments can help you answer these questions and differentiate your practice. Our platform provides advisors with a library of behavioral finance tools to quickly assess client financial attitudes, behaviors, psychological risk tolerance, and personality, all grounded in the science and research that went into *The Millionaire Next Door*. For a demonstration or questions, reach us at <u>sales@datapoints.com</u>. DataPoints is proud to partner with SSG Advisors who receive a 15% discount with code SSG15.

### Redi2 BillFin™, <u>www.redi2.com/billfin</u> 844 518-7873

Is the first cloud-based billing solution for RIAs. Redi2's solutions process fees for more than 700 financial firms around the globe. BillFin calculates the fees, creates the invoices, and generates the payment file to return to the clients and custodian(s) respectively. Since BillFin is a standalone billing solution, immediately tackle a top priority: accurately and consistently calculate your fees and generate client invoice statements. Visit our website to learn more, view a demo, start a one-week free trial, and see pricing. Don't forget to use promocode SSG10 to receive your discount!

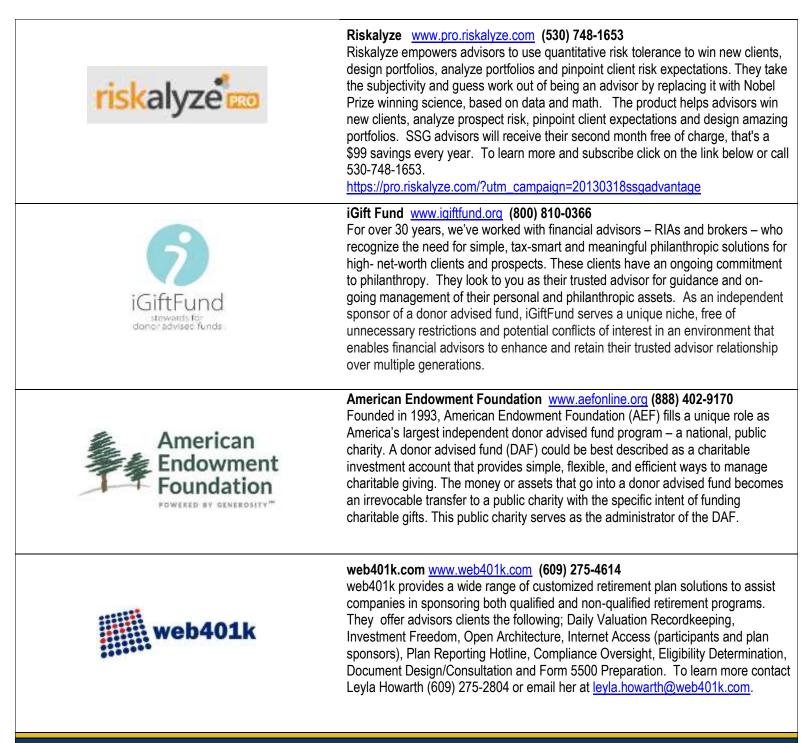
#### Andes Wealth Technologies www.andeswealth.com

If you are not satisfied with the risk tolerance and onboarding solutions on the market, come to check out the award-winning platform by Andes Wealth Technologies. It has won numerous industry awards including the 2021 WealthManagement.com Industry Award in Risk Tolerance/Client Profiling, and the 2022 Family Wealth Report Award in Onboarding. Andes Wealth Platform is integrated with Pershing. Please contact Andes Wealth at inquiry@andeswealth.com for discount pricing information.



Redtail Technology <u>www.redtailtechnology.com</u> (800) 206-5030

Redtail delivers web-based Client Relationship Management (CRM), paperless office Imaging solutions and Email Archiving and Retention services. Offered as a subscription service, Redtail is compatible with all environments and it integrates with many popular financial industry solution companies, including Laser App Software, MoneyGuidePro, Albridge Solutions and TRX. The license fee is \$60 per subscriber per month for Redtail CRM, \$45 per subscriber per month for Imaging with 10GB of storage, and \$8 per subscriber per month for email archiving. Use **promo code is Ssgroup**.



### Separate Accounts & Managed Account Services

#### Morningstar Managed Portfolios https://advisor.mp.morningstar.com/ (877) 626 3227

Since 2001, Morningstar Investment Services has been helping advisors with objective, independently managed portfolios for their clients through the Morningstar Managed Portfolios program. Their broad lineup of mutual fund, stock and ETF managed portfolios offer a valuable investment solution for independent RIAs that want an institutional money manager overseeing their client's investments. Several portfolios strategies are available with minimum investments as low as \$25,000. For more information on the program, please contact SSG. We'll send you the information!

MORNINGSTAR Managed Portfolios



SmartX Advisory Solutions, <u>www.smartxadvisory.com</u> (561) 835-8690

SmartX Advisory Solutions has changed managed accounts and how easily you can now run your investment management operations. SmartX offers technology not seen before in the managed accounts space with real-time trading, intra-day sleevelevel reporting, and access to traditional, alternative, and direct indexing strategies all within a unified managed accounts structure. SmartX is now available to SSG advisors so come explore how you can spend more time keeping and finding new clients, instead of diverting resources to trading and operations.

First Ascent Asset Management <u>www.firstascentam.com</u> (720) 465-7888

First Ascent builds portfolios for long-term investors. Keeping fees low helps clients reach their goals faster. Our industry-first flat-fee pricing is simple and very transparent. Clients know at the beginning of each year what they're going to pay. We've shown that you can find quality investment management, fair pricing, and excellent service together under one roof.

#### Envestnet www.envestnet.com (866) 924-8912

Separately Managed Accounts Powered by **Envestnet** provides SSG advisors with access to over 500 institutional asset managers at reduced rates. Advisors have many tools including; a webbased platform that provides access to multiple investment programs, Proposal generation tools, manager due diligence, research tools and much more. No setup costs or minimums for SSG advisors. Call SSG to learn more.

### **Market Research Tools**

#### BondWave www.bondwave.com (877) 795-6288

BondWave's portfolio technology and services provide a systematic, guided approach to bond investing including Model-based investment strategies, portfolio construction, bond pricing transparency tools, daily account monitoring with electronic alerts, presentation-quality reports, rebalancing assistance, web portal access to account information and bond offerings from over 250 broker-dealers. Reports and marketing materials can be private- labeled to promote their firm. Call BondWave 877.795.2929.





BONDWAVE

LITMAN GREGORY Advisorintelligence	Litman Gregory AdvisorIntelligence www.advisorintelligence.com/ssg (925) 253-5245 Litman Gregory AdvisorIntelligence taps into the expertise of a dedicated research and portfolio management team to provide advisors with in-depth asset class and manager research, recommended funds, model portfolios, and client communications (such as investment policy statements, presentations, commentaries, and client newsletters). The service offers advisors access to the same original research, analysis, and communications content that Litman Gregory uses with its institutional and high-net-worth investment management clients, thus offering other advisors actionable, consistent tools for making informed, efficient investment decisions and communicating effectively with clients and prospects. AdvisorIntelligence offers a FREE two-week trial for first-time users. The first year of subscription is offered at an introductory rate of 25% off the regular rate. Multi-user rates are available as well if more than one advisor in your office will be using what AdvisorIntelligence offers. For reactivation after a previous trial, email ideas@advisorintelligence.com and mention this offer.
M RNINGSTAR®	Morningstar Advisor Workstation <u>http://advisor.morningstar.com/goto/ssg</u> (800) 957-6023 Diagnose and resolve diversification issues; search and present security research; create hypothetical illustrations; and develop financial plans. This premier offering gives you research on 75,000 mutual funds, stocks, closed-end funds and more, portfolio tools, and planning functionalities for a wide range of security types including open-end funds, closed-end funds, exchange-traded funds, stocks, variable annuity/life products and 529 plans. Level I costs \$2,455 (does not include annalist equity recommendation and separate account research). Level II costs \$2,950 (includes annalist equity recommendation and separate account research). The cost without the SSG discount can be well over \$3,000. To learn more or purchase the product contact Morningstar directly at 800-957-6023.
Adviser Intelligence	OTR Global <u>http://www.otrglobal.com/adviserintelligence/cmpn/ssg</u> (914) 460-4049 "Fortune favors the prepared mind" - OTR Global is the financial industry's most respected provider of marketplace intelligence. The firm uses its global platform and channel research to find intelligent, investable insights around the world. OTR's service includes comprehensive, marketplace intelligence and qualitative macro commentary. This exclusive service highlights marketplace inflections, identifies trends and targets new ideas for independent advisers. Sign up and receive a 6 week free trial and a 15% discount.
YCHARTS	YCharts, <u>www.ycharts.com</u> (312) 548-3398 By providing extensive data on more than 20,000 equities, 2,500 ETFs, 35,000 mutual funds and 400,000 economic indicators, YCharts empowers RIA to conduct research with a powerful and easy to use web-based financial terminal. The pricing is such that any RIA can leverage their expertise. As an RIA using the services at SSG receive a 15% discount.

#### For more information, please contact the service providers directly. Products and services herein are not provided by SSG.

\* Access to products and services offered by vendors in our Advisor's Advantage program is provided as a service to financial advisors using the brokerage, execution, and custody services of Shareholders Service Group. The products and services shown are offered at a discount by the participating vendors. Participating vendors are independent and are not affiliates, employees or agents of SSG. Although SSG has displayed here the products and services offered and believes them to be worthy of consideration by the advisors we serve, SSG cannot guarantee the quality, accuracy or merchantability of any vendor's product or service. The listing of a vendor should not be construed as a **recommendation or endorsement the services offered**.