



FeeX



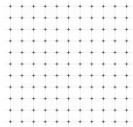
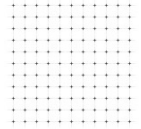
WEALTHCARE
financial guidance for life

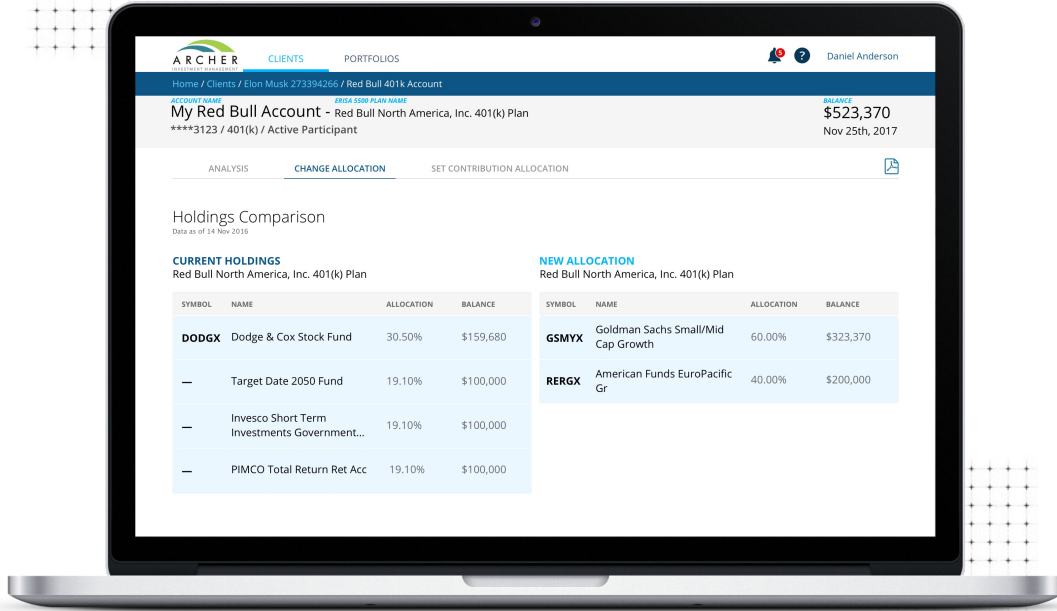
Please keep confidential.



Agenda

- About FeeX & Managing Held Away Accounts
- The Problem We Solve
- Platform Live Training
- How to Onboard
- Questions





Proactive

Actively manage and trade all held away accounts: 401k, 403b, 457, 529, TSP, HSA, VA, VUL, etc

Full Service

Offer holistic wealth planning to your clients by being able to manage all their investable assets

Compliant

Keep in compliance with financial regulations and alleviate custody and security challenges on held away assets

The Problem: Held Away Account Management How do Advisors currently handle?

Do nothing

- Missed opportunity for advisors to provide better service, grow AUM
- Client accounts are not managed holistically or professionally
- Accounts underperform
- Rollover conflict under DOL

Make Recommendations

- Poor client experience
- Low client adoption
- Limited data for the advisor
- Lack of monitoring & control
- Additional fiduciary risk
- Rollover conflict under DOL

Log in as client

- Triggering custody under SEC & costly surprise audits
- Cybersecurity risk
- Lack of compliance or supervision workflows
- Time consuming, manual process
- No solution for two-factor authentication

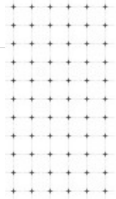
Scott Davison, CFP[®], CPA

- The client need
- How it is being served today
- Challenges



Case Study

\$13.3mm in net new AUM and growing



Began offering held away management to his clients

Called all 45 of his clients within the first few months of launching

41 out of 45 clients agreed to the new offer - 91%

New annual recurring revenue of ~ \$130,000

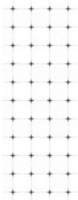


Marco Lima, CEO



Within the first three months, the advisor added \$13.3 M net new AUM to the platform

Happier end clients





Adding Value

33%

Avg. AUM Growth
Opportunity

88%

End-client
adoption

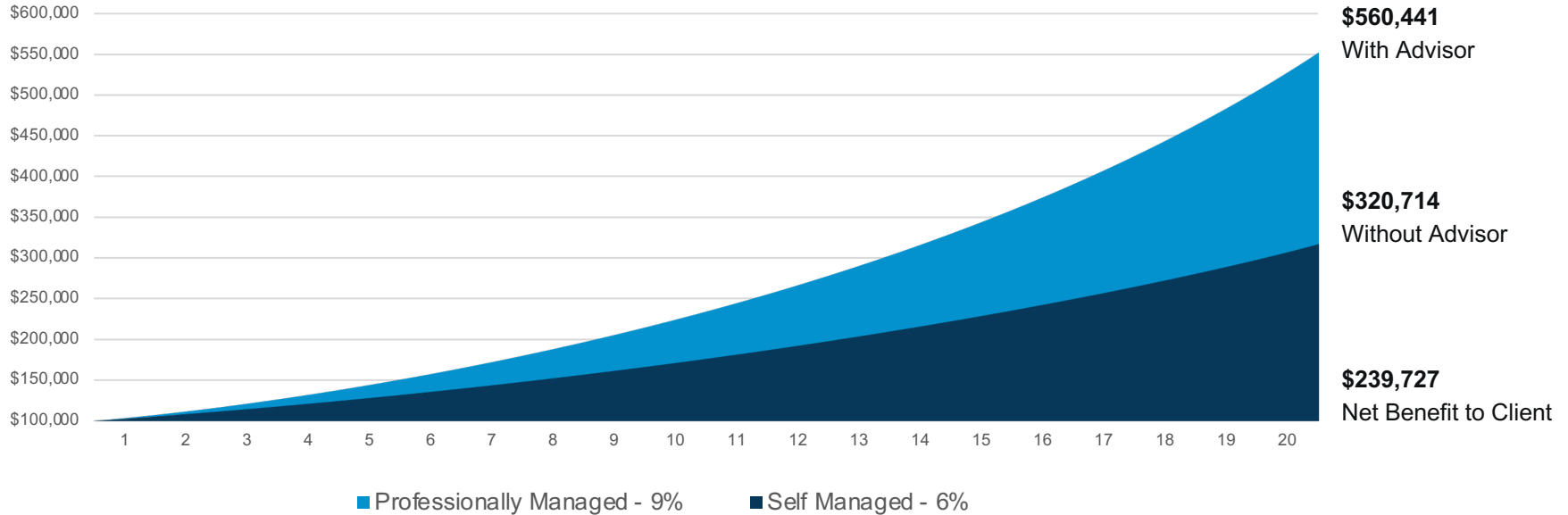
3%

Advisor's
alpha



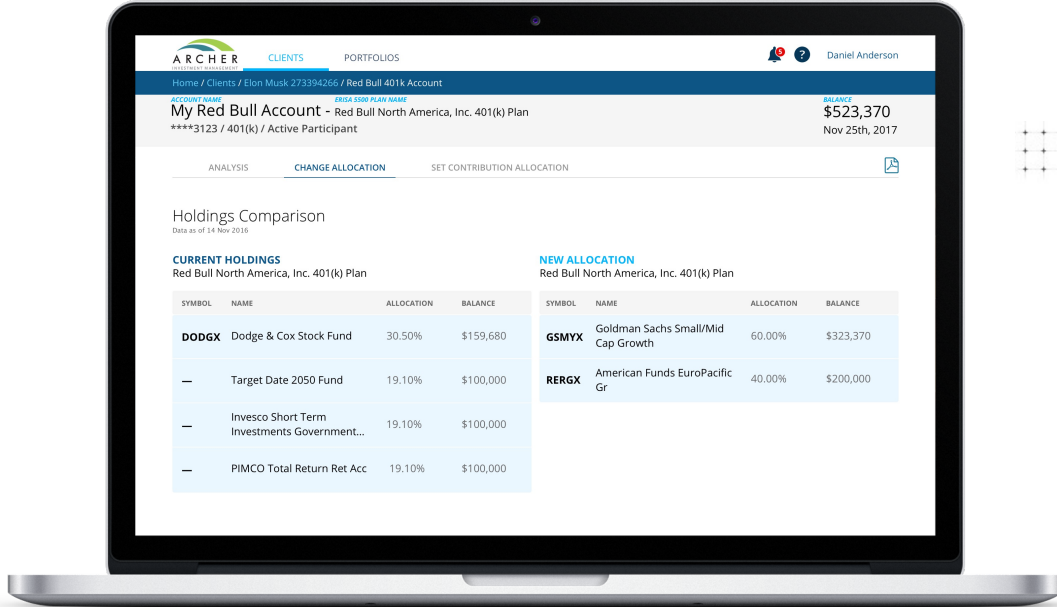
Wealth Creation

Professionally managed 401k's outperform self-directed 401k's 3% annually, net of fees



Based on an [Aon-Hewitt](#) Study

Please keep confidential.



FeeX Platform Live Training



Onboarding Process: how to sign up

Reach out to training@wealthcarecapital.com

Or

Visit **FeeX** landing page in GDX360 Resources



Thank You

