

PRODUCT

## Proposals

# Driving business growth with a streamlined proposal process

Addepar simplifies your proposal-generation process by seamlessly bringing your data and our technology together on a single platform. You can easily create, manage and communicate investment philosophies, make recommendations or demonstrate potential benefits with confidence to prospects and clients.

## **KEY BENEFITS**



## EFFICIENCY

Save time and minimize the errors associated with manual data entry, Excel manipulation and moving data among different software applications.



## CUSTOMIZATION

Structure, analyze and view proposed changes based on your own unique perspectives by leveraging any attributes, groupings or custom classifications.



## EXPERIENCE

Build clients' trust by effectively communicating your investment strategies and recommendations using visually appealing reports with insightful analytics.

ew Proposal rick Helland   2019-03-25				Save Ex	Add Inv	vestment
ASSET CLASS > SECURITY	VALUE (USD)	% OF PORTFOLIO	TARGET ASSET CLASS ALLOCATION (%)	PROPOSED % OF PORTFOLIO (USD)	PROPOSED CHANGE IN VALUE (USD)	PROPOSE VALUE (USI
Cash & Cash Equivalent	\$10,000.00	0.12 %	0.00 %	0%	<b>↓</b> \$-10,000	5
Equity	\$3,005,902.72	37.53 %	40.00 %	40%	\$197,723.4	\$3,203,626.
Fixed Income	\$3,646,626.24	45.53 %	40.00 %	40%	\$-443,000.12	\$3,203,626.
Hedge Fund	\$229,602.18	2.87 %	5.00 %	5%	<b>1</b> \$170,851.08	\$400,453.2
Private Equity	\$1,116,934.15	13.95 %	15.00 %	15%	\$84,425.64	\$1,201,359.
Unallocated				0%	\$0	
Total	\$8,009,065.30	100.00 %	100.00 %	100%	\$0	\$8,009,065

## MAIN FEATURES

### MANAGE PROSPECT FINANCIAL INFORMATION

Capture and manage prospects' investment objectives, target allocations, current asset holdings and other important information on a single platform.

Q, Search	Details Holdings					
DDEPAR 📥	• Tony Stark			Ac	dd Investment Save Values	
OSPECTS	* ASSET CLASS COTE - S	ECURITY .			WILLIE (USD)	
entin Tarantino	- Fixed Income				\$800.000	
ny Stark	Van - Enuite Q Sei	nah		Details Holdings	Proposals	
y Chapman	- Equity Q. Sec	iron		~		
ENTS	ISN ADDEPA	R A	•	Tracy Chapman		
NDS	VAN		*	Prospect		
OUPS	- Intern PROSPE	CTS		Portfolio Attributes		0
GAL ENTITIES	Van Brad Pitt				T	
COUNTS	- REIT	ion		Name	Tracy Chapman	
INTACTS	Van			Birthday	01/01/2003	
VESTMENTS	Total Eddie Ba	ner		Investment Objective	Capital Preservation	
1.0111.0110	Fiona Ap	ple		Profession	Musician / Singer	
	Nick Cav	0				
	Quentin Tarantino Affiliations @			đ		
				This client has no affiliated contacts.		
	Tony Star	'K				
	Tracy Ch	apman		Target Allocations		
	CLIENTS			No target al	locations have been assigned to Tracy Chapm	ian.

### MAKE PORTFOLIO RECOMMENDATIONS

Dynamically adjust clients' and prospects' investment holdings, recommend new investments or allocate new liquidity to multiple investment positions.

#### Add an Investment

Investments include fixed income, cash, derivatives, equities, and alternatives. An investment itself cannot own assets.

Investment Name	New Proposal Patrick Helland   2019-03-25		
Туре	► ASSET CLASS → SECURITY		ARGET ASSET CLASS ALLOCATION (%)
Stock	Cash & Cash Equivalent	٥	0.00 %
Asset Class	Equity	0	40.00 %
Equity	Fixed Income	Ø	40.00 %
Direct Owner	Hedge Fund	Ø	5.00 %
Patrick Helland	Private Equity	Ø	15.00 %
Add <u>Cancel</u>	Click 文 to allocate the amount	Cancel	
	Total	0	100.00 %

## COMMUNICATE PROPOSED CHANGES

Easily create customized, branded proposals with modern designs and appealing visualizations. Effectively communicate your recommendations and demonstrate the potential benefits to colleagues, clients or prospects.

