

# FOLIO Advisor<sup>®</sup>

One platform. Unlimited potential.

## Control + Simplicity

Focus on What Counts the Most.

Automate the Rest.

Our cutting-edge platform advances the full range of web-based brokerage, custody, and trading solutions with patented innovations available only through us. Fully integrated and cost-effective, FOLIO Advisor<sup>®</sup> gives you the features you need to provide the caliber of service today's clients want.

### **Provide paperless account opening.**

Spend less time and energy on account opening and other administrative tasks so that you can spend more time on growing client assets and your business.

### **Manage your business at the model level.**

Manage even the most complex models and portfolio allocations simply and efficiently. Rebalance, change models, and update hundreds of client accounts with just a few easy clicks. Use our Model Manager Exchange (MMX) to access hundreds of third party portfolio models and strategies.

### **Launch your own branded "robo-advisor" to reach a whole new client base.**

Customize your own mix of web-based and in-person services. Our Advisor Connexion<sup>™</sup> gives you the power to automate the administrative processes that make the most sense for your business.

### **Maximize cost-efficiency with commission-free trading.**

Use our patented window trades, commission free under our asset-based fee billing plans. Diversified investing has never been more affordable.

### **Quickly and easily harvest tax losses, generate tax gains to offset losses, or raise cash with little or no taxes at all.**

Our patented Tax Football<sup>™</sup> identifies securities to sell for the tax result you want. Or choose from ten different automated tax lot relief strategies.

### **Provide clients with 24/7 online convenience and access.**

Our client portal provides current account information, access to monthly account statements, tax information and more.

### **Transform raw data into actionable information.**

With over 60 widgets, our Advisor Dashboard provides automated views of the data of your choosing.

# Platform Features

Our platform provides full service brokerage, custody, trading, performance reporting, tax management tools, and compliance services.

## Available only at Folio

- Advisor Connexion™ robo-advisor
- Model Manager Exchange (MMX) access to third party models
- Window trading for commission-free trading
- VIAFolio™ access to list and/or invest in private securities
- Tax Football™ patented tax management tool
- Complimentary access to pre-made Ready-to-Go (RTG) folios
- Complimentary access to pre-made target date folios
- Customizable Advisor Dashboard
- REST API to enable Folio functions on your website

## Portfolio Management

- Scalable model portfolios
- Allocations of model portfolios
- Licensing of models to other advisors through Model Manager Exchange (MMX)
- Simple portfolio rebalancing tool
- Folio Unitization Service for plan sponsors
- Separately Managed Accounts (SMA)/Unified Managed Accounts (UMA)
- Interactive performance reporting
- SIPC insurance
- FDIC-insured cash investment products

## Trading

- Commission-free window trading
- Fractional shares and dollar-based investing
- Trade at Close Program to support late-day trading
- Automatic dividend and cash distribution investments

## Client Management

- Online client-directed account creation and access
- Co-branded website, confirmations, statements
- Values-based stock screening and security exclusions
- Performance reporting
- Online access to account statements, confirmations and tax reports
- 24/7 access for your clients through [www.folioclient.com](http://www.folioclient.com)
- Folio(k)™ turnkey retirement tool
- Email Message Center for important notifications
- Various account types including IRAs, trusts, ERISA Plan accounts, and 5304 SIMPLE IRAs

## Tax Management

- Ten different automated tax lot relief strategies
- Patented Tax Football™ to control investment tax results
- Paperless tax documents
- Tax downloads
- Tax lot accounting

## Administrative and Reporting Tasks

- Customizable Advisor Dashboard
- Online proxy voting and corporate actions reporting
- Subscription-based software services for a variety of reporting systems







Schedule a no-obligation demonstration to see how we can work for you.  
Call us at **1-888-485-3456**.

# About Us

Folio Institutional® is a leading investment solutions and financial technology company. We offer an integrated brokerage and custodial platform featuring patented, state-of-the-art trading, portfolio management tools, and private placement capabilities. We support financial professionals and institutions on both a full-service and technology-licensed basis, servicing billions of dollars of investor assets nationwide. With access to proven, highly scalable, online brokerage and investing solutions, professionals can efficiently maintain diversified portfolios of public and private securities, retain hands-on control over investments, manage tax liabilities, efficiently rebalance portfolios, produce reports, promote compliance, and take many other actions.

Folio Institutional®, Folio Investing®, and VIAFolio™ are offered by FOLIOfn Investments, Inc., a self-clearing broker-dealer and a direct member of the Depository Trust & Clearing Corporation (DTCC) launched in 2000. FOLIOfn Investments, Inc. is a wholly-owned subsidiary of FOLIOfn, Inc., which provides investment technology and other services to financial services firms.

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