

# MONEY MANAGER X-CHANGE

Provide Clients with Access to  
High-Quality Investment  
Management While Making  
Your Business More Efficient



# Expand your investment management capabilities through the **Money Manager X-Change**

At Trust Company of America (TCA), we know that every RIA is unique and has different strengths and preferences. Some advisors specialize in relationships and asset gathering, while others focus on managing money, and developing models and strategies.

The Money Manager X-Change (MMX) program brings together your strengths with those of superior money managers to better serve your clients. Whether you outsource all your investment management or wish to round out your offerings with complementary strategies and money managers, the MMX program can be an excellent resource for you.

The MMX program is an open architecture service that enables you and your reps to mix and match third-party money managers and strategies as you think best to meet your clients' investment needs — covering all asset classes, market capitalizations and investment styles. And you can efficiently manage portfolios from one easy-to-use technology platform, which even allows you to have multiple models managed by different money managers within a single account.

The MMX program gives you control. You choose which strategies and money managers are available on your platform, while benefiting from the technology and custodial services of TCA's platform.

**70% of advisors says their business grew as a result of outsourcing money management**

*- Investment Management Outsourcing: Impact on Clients, February 2014, Northern Trust Asset Management*

# Roles Within MMX

The client advisor and the money manager have distinct roles within the MMX program. The program facilitates ease of connection between these two parties enabling direct interaction and communication between the client advisor and the money manager.

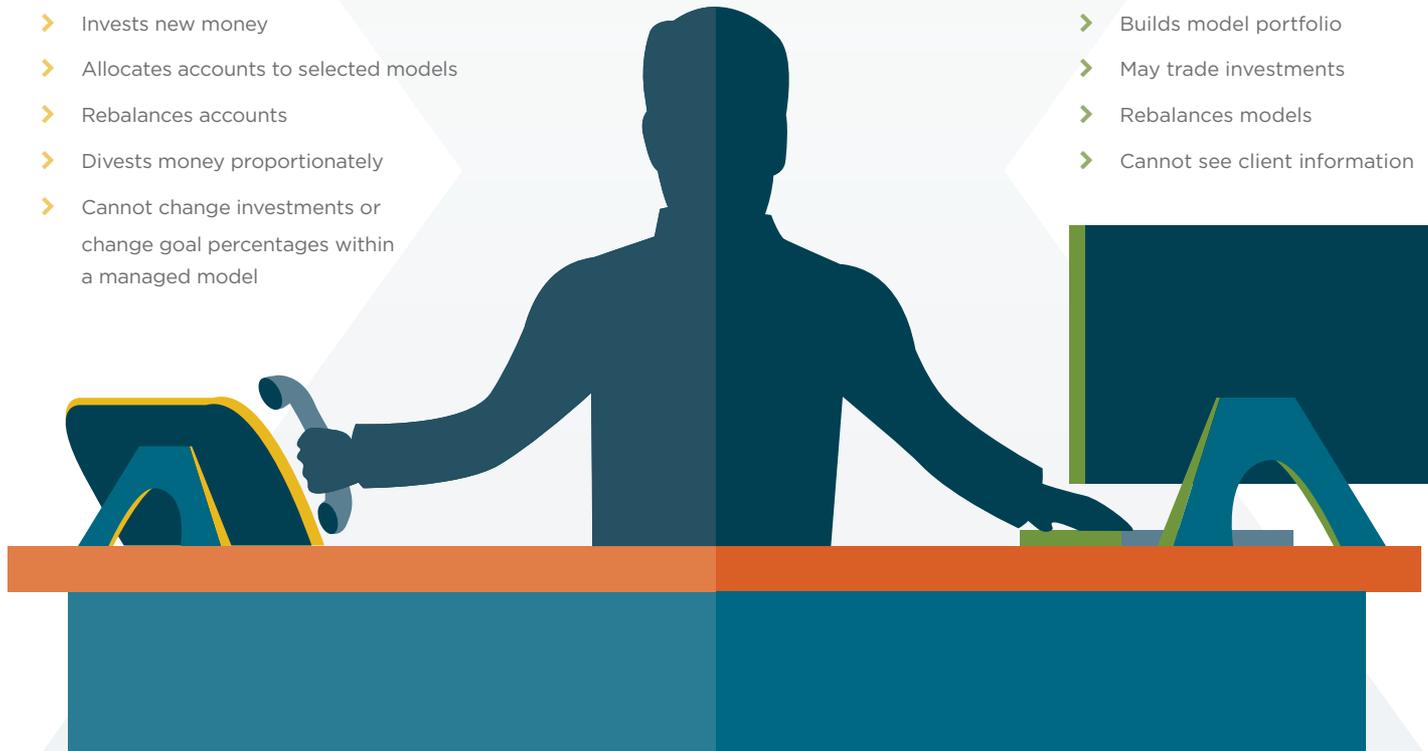
The following illustrates common responsibilities for each of these roles.

## Client-Facing Advisor

- › Opens client accounts
- › Invests new money
- › Allocates accounts to selected models
- › Rebalances accounts
- › Divests money proportionately
- › Cannot change investments or change goal percentages within a managed model

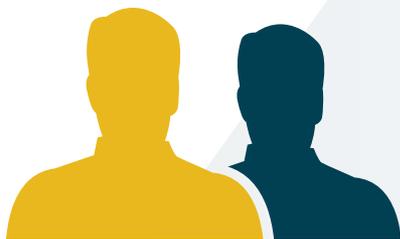
## Money Manager

- › Defines strategies
- › Builds model portfolio
- › May trade investments
- › Rebalances models
- › Cannot see client information



## MMX at Work for an RIA

A mid-sized RIA sees industry research that shows the highest-earning advisors spend greater amounts of time on client service, meetings and prospecting. As a result, he sought a way to spend more time with his clients and drive greater growth — so he decided to partner with third-party money managers through the MMX program. This program and the associated partnerships free him up to do exactly what he wants, all while allowing him to offer an even more diverse selection of investment choices to clients. When he wants to offer a changing selection of investments, he doesn't even have to move his clients' assets to another platform because, with TCA, he can move assets between managers and models within the clients' existing accounts.



## Benefits of MMX

- Supplement your existing strategies to create more diverse investment offerings for meeting your clients' needs, goals and preferences.
- Free up time for managing client relationships and growing your business.
- Pre-qualify and select the high-quality money managers you want to work with.
- Choose from a variety of money managers representing a variety of investment strategies: mutual fund and ETF strategists or UMA managers; strategic or tactical management approaches; holistic asset allocation or specialized, niche strategies.
- Expand your offering and position yourself to be more competitive.
- Become more efficient by employing an easy process of hiring multiple money managers through one source.
- Build more sustainable value for your business as part of your succession strategy.
- Lower investment-management-related overhead while maintaining complete control over your client base.
- Make your business more flexible, efficient and scalable.
- Access everything on the TCA platform, which provides you with efficiencies where the rest of your business is managed.

**57%** of advisors say they outsource specific asset classes, while **29%** are outsourcing all activities.

*– Investment Management Outsourcing: Impact on Clients, February 2014, Northern Trust Asset Management*

## Benefits for Your Reps

- Provide reps with the flexibility to choose from the MMX options that you have selected and customized for them.
- Enable reps to build a team of money managers whose strategies resonate with them and their money management style.
- Give reps more ways to best meet the needs of their clients through a stronger, more robust investment management offering.
- Provide scalable models for small accounts to ensure profitability and ease of management.
- Give performance insights at the account level across multiple models and multiple managers (if applicable), with the ability to drill down to see performance at the individual model and/or manager level.

## Benefits for Clients

- Open the door to more investment options for unique and varying needs.
- Access strategies focused on specific market niches, investment types, or changing market conditions.
- Access high-quality, sophisticated money managers that were once restricted to just high-net-worth clients.
- Provide 24/7 online access to investment holdings, transactions and performance in one place and in one consolidated statement.



### MMX at Work for a TAMP

A hybrid firm planning to start a TAMP had the goal of providing a holistic wealth management platform aiding advisors in managing the client relationship while providing access to some of the best asset managers in the world. This firm has differentiated itself by specializing in a particular investment niche, but is now looking to partner with others to round out its TAMP offering. By signing up for the MMX program, the firm is able to customize the menu of investments available to their advisors, picking and choosing the optimal combination of investment managers and strategies to best complement their in-house strategies. And with the TCA platform, the firm will be able to efficiently open client accounts, facilitate transacting and sending client funds to the money manager, manage distributions from the accounts, send consolidated client reports and interact with the client online through a mobile interface.

# Powered By the TCA Platform

For advisors, one of the biggest benefits of working with TCA is the efficiency that the technology platform yields. And it's no different with the MMX program. You have access to powerful investment management capabilities right from the TCA platform.

- Delegate all of your money management or just a portion.
- Retain control of which managers and strategies are available to reps with your firm.
- Create multiple-model portfolios in the same account, either managing multiple money managers in the same account or complementing your strategy with a third-party strategy.
- Leverage your money managers' investment expertise without the operational hassles of buying signals.
- Allow money managers to process trades at the model level, saving time and effort.
- Access our online (or printed) guide to participating money managers and their strategies, aiding you in finding just the right solution for your needs.
- Choose from TCA's list of select managers with dozens of investment strategies or work with TCA to add your own third-party money managers to the program.
- Take advantage of pre-established pricing if you choose one of our select money managers, allowing you to start delegating investments more quickly and easily.
- Provide a consolidated statement for your clients that includes both their investments through MMX and those that are managed directly.

## Get More Information

To learn more about MMX and how we can help integrate this service easily and seamlessly into your business, consult with your TCA Relationship Manager, email [MMX@trustamerica.com](mailto:MMX@trustamerica.com) or call **1-800-955-7808**. To set up MMX for your business, you will need to complete an MMX agreement and enrollment form.

**92% of advisors say their clients' response to their firm's decisions to outsource money management was positive.**

*- Investment Management Outsourcing: Impact on Clients, February 2014, Northern Trust Asset Management*



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## About Trust Company of America

Trust Company of America (TCA) is the only independent RIA custodian offering fully integrated real-time technology, consultative services and back office support exclusively to RIAs. Since 1972, TCA has been a dedicated champion of RIAs, committed to personally helping them optimize their portfolios, streamline their business processes, and achieve their full potential — all without competing for their clients. Visit [trustamerica.com](https://trustamerica.com) to learn more.

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