

BYALLACCOUNTS® • ADVISOR OVERVIEW

Wealth Data Aggregation



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ByAllAccounts® is the industry leader in financial data aggregation for investment use cases and is uniquely positioned to help you deliver the next level of excellence in wealth management for your investors. This service offers you a 360-degree view of each client's portfolio, including held-away banking, brokerage, trust, 401(k) and pension assets, as well as REITs, variable annuities, and even offshore accounts. Having a 360-degree perspective allows you to create more personalized advice for your clients, therefore increasing the value you provide.

Key advisor benefits of Morningstar ByAllAccounts include:

- Building strong relationships and providing personalized advice
- Growing assets under management and assets under advisement
- Determining your clients' true asset allocations, including held-away assets
- Increasing efficiency through automated data collection and reporting

Key investor benefits of ByAllAccounts include:

- Viewing a complete picture of their net worth
- Receiving more actionable and personalized guidance
- Gauging progress toward financial health goals

On average, revenue production is 36% higher for advisors who offer aggregation compared to those who do not.¹

Data Aggregation—Simple to Set Up and Easy to Use

ByAllAccounts delivers data from 15,000 sources with the majority of the data gathered from direct connections, including open banking and custodial feeds. Once the end investor grants permission to securely access their accounts, the system automatically collects the data and integrates it into your advisor portal. We also support professional-level access to more than 1,200 of these data sources, which allows you to collect your books of business across custodians. All data is parsed, normalized, and enriched to ensure it is actionable, accurate, and interoperable for a variety of use cases.

An analysis of one major data source showed that it provided identifiers for only 70% of holdings and transactions, while ByAllAccounts had identifiers for up to 99% of the same data set.

Improve Efficiency to Better Serve Clients

Linking accounts through aggregation reduces the time and potential for errors that arise when manually consolidating accounts. By automating this process, you can focus on more important tasks like growing

your business and strengthening your existing client relationships. Aggregation helps you better understand your clients by providing the opportunity to bring held-away assets into focus, thus resulting in a more complete financial picture. Account aggregation streamlines several processes throughout the advisor-client relationship:

- Financial planning
- Portfolio analytics
- Portfolio rebalancing
- Performance reporting
- Financial wellness

Why Choose ByAllAccounts?

ByAllAccounts has over 25 years of experience exclusively serving the needs of investors, advisors, and the platforms that serve them.

- 6,000 wealth management firms
- 70+ platform integrations
- More than \$1 trillion in investor assets aggregated daily

Security and Privacy

You can rest assured that ByAllAccounts prioritizes the security of you and your clients' data. All sensitive information is encrypted during transmission and storage, even when communication is between components of the service itself.

¹ Aite, Impact of Account Aggregation on Advisor Practices: Capturing Growth Opportunities, July 2017