



# AdvisorEnterprise<sup>SM</sup> 2.0

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*NFP Advisor Services Group*

# Rep as Manager

- Model Building
- Model Updates
- Custom Benchmarks
- Trading

# Rep as Manager: Building Models

**AdvisorEnterprise™**

Practice Clients **Manage** Research Platform

Models > Models

Trading Models

Sample Model

Training Model

APM 37

APM UMA

+ [Info] [CSV]

37 1-20

Model	Build Model	Minimum	Accounts	Assets	Rebalanced
11/30/10	Build APM model	\$ 10,000		\$ 0	n/a
2011		10,000		0	n/a
8/30/2010	Conservative Growth	10,000		0	n/a
9/7/10		10,000		0	n/a
Bond Model	Conservative	0		0	n/a

# Risk Band Conversion Chart

Advisor Enterprise Risk	Advisor Enterprise Risk Score	NFP Risk	NFP Risk Score
Capital Preservation	0-14	Conservative	0-43
Conservative	15-29	Conservative	0-43
Conservative Growth	30-43	Conservative	0-43
Moderate	44-57	Moderate	44-86
Moderate Growth	58-71	Moderate	44-86
Growth	72-86	Moderate	44-86
Aggressive	87-100	Aggressive	87-100

# Rep as Manager: Model Updates

Practice Clients **Manage** Research Platform Logout

Models > Models

Trading Models

Sample Model

Training Model

APM 2

APM UMA

Model ▲	Risk	Minimum	Accounts	Assets	Rebalanced
Sample Model	Aggressive Growth	\$ 50,000	1	\$ 91,071	06/14/2013
Training Model	Moderate	10,000	1	0	n/a

**Sample Model**

Properties **Positions** Alternates Accounts History

Investment

	Target %	Allow. Drift	Style
Positions <sup>1</sup>	98.00 %		
AAGIX -- ING Core Equity Research A <small>ntf, pmc</small>	36.00	3.00 %	Large-Cap Core
AAII -- Alabama Aircraft Industries, Inc.	20.00	3.00	Small-Cap Core
ACRDX -- Invesco Van Kampen Rel Est Secs Y	8.00	3.00	REITS
GMRQ -- General Maritime Corporation	6.00	3.00	Int'l Emerging Mkts
MLFNF -- Maple Leaf Foods, Inc.	28.00	3.00	Int'l Developed Mkts
Cash	2.00		

**Edit**

# Rep as Manager: Custom Benchmarks

**AdvisorEnterprise™**

Practice Clients Manage Research **Platform** Logout

Customizations > Report Benchmarks

**Information**

- Customizations
- Report Benchmarks**
- Report Templates
- Fee Templates
- Notifications Setup
- Profile
- Settings
- Report Benchmarks 31

**Report Benchmarks**

31 1-31

Benchmark	Category	Risk Score	Accounts	Models	UMA Models	Type	Scope
2013 Test	Equity Growth	65		1		Blend	Advisor
50/50	Moderate	46		2		Blend	Advisor
50/50 allocation	Moderate	46				Blend	Advisor
50/50 Benchmark	Moderate	46				Blend	Advisor
50/50 Moderate	Moderate	46				Blend	Advisor
AE Test Benchmark	Moderate	53		1		Blend	Advisor

# Rep as Manager: Account Level Trading

Manage | Research | Platform Logout

Trading > Trade Generation > DEMO-67592

**DEMO-67592: Model #9053: Aggressive Growth**  
 Joe AggGrowth Joint | Joe AggGrowth

General | **Model** | Cost Basis

Holdings

Holdings	Description	Units	Total	G/L	Actual	Target	Drift
▼ Model Holdings							
IWD	iShares Russell 1000 Value Index	140.504	\$ 12,673	22.1 %	17.5 %	17.0 %	0.5 %
IWF	iShares Russell 1000 Growth Index	157.734	12,896	39.7	17.8	17.0	0.8
IWN	iShares Russell 2000 Value Index Fund	54.69	5,258	54.1	7.2	7.0	0.2
IWO	iShares Russell 2000 Growth Index Fund	43.647	5,683	121.0	7.8	7.0	0.8
IWP	iShares Russell Midcap Growth Index	115.266	9,287	44.6	12.8	12.0	0.8
IWS	iShares Russell Midcap Value Index	143.472	9,165	36.1	12.6	12.0	0.6
VEU	Vanguard FTSE All-World ex-US ETF	202.318	10,231	8.9	14.1	15.0	-0.9
VVO	Vanguard FTSE Emerging Markets ETF	136.963	5,769	-7.1	7.9	10.0	-2.1
▼ Non-Model Holdings							
CWI	SPDR MSCI ACWI (ex-US)	3.317	118	-9.2	0.2		
Cash			1,504		2.1	3.0	-0.9

# Rep as Manager: Trade Generation

Practice Clients **Manage** Research Platform Logout

Trading > Trade Generation

**Trading**

**Trade Generation**

Trade Execution

Trade History

Trade Alerts

**Models**

Accounts 16

**Trade Generation**

**Accounts** Trades

Account **Select a Method**

- DEMO-50 **Trading Operations**
- DEMO-67 **Rebalance**
- DEMO-67 Rebalance with Constraints
- DEMO-67 Model Change Rebalance
- DEMO-67 Style Rebalance
- DEMO-67 Cash Burn
- DEMO-67 Manual Trade (Cash%)
- DEMO-67 Manual Trade (Account%)
- DEMO-67 **Single Account Operations**
- DEMO-67 Rebalance with Model Target Pct Overrides
- DEMO-67616 ConservGrowth, Joe

Account Name	Advisor	Model
Advisor Model (ETF) Client 2 IRA - Rol	Advisor, Sample	Lauren's Mod
Joe AggGrowth IRA - Traditional	Advisor, Sample	Jaime's Aggre
Joe AggGrowth Joint	Advisor, Sample	Model #9053
Joe AggGrowth Joint	Advisor, Sample	Model #3923
Joe AggGrowth Trust	Advisor, Sample	Model #2253
Joe AggGrowth Trust	Advisor, Sample	Conservative
Joe Growth Non-Prototype Retirement	Advisor, Sample	CO Moderat
Joe Growth IRA - Rollover	Advisor, Sample	CO Moderat
Joe Growth IRA - Rollover	Advisor, Sample	Model #4087
Joe Growth Trust Under Agreement	Advisor, Sample	CO Moderat
Joe ConservGrowth Trust Under Agre	Advisor, Sample	Model #3932



# Rep as Manager



Questions?

# Education and Development Calendar

The screenshot shows the NFP Advisor Services Group dashboard. At the top left is the NFP logo and 'Advisor Services Group'. At the top right is the 'EMPOWER Advisor Success' logo, a 'Submit Feedback' button, and the user name 'Cory Davis' with a 'Logout' link. Below this is a green navigation bar with tabs: Home, My Business, Clients, Process, Trade, Sales & Marketing, Compliance, Research, and Practice Enrichment. Underneath is a grey navigation bar with 'Quick Links', 'Settings', 'Support', a search bar containing 'Clients, accounts, forms, ASG website, products, ticker...', 'Alerts', and 'Add to Quick Links'. A dropdown menu is open under 'Support', listing: Education & Development, Resources & Guidelines, Feedback, Manage My Fees, and Frequently Asked Questions. A sub-menu is open under 'Education & Development', listing: Education & Development Resources, NFP Education Center, Education & Development Calendar (highlighted with a red box), and AI Insight. On the right side of the dropdown, there is a 'View As:' section with a 'MySelf' button. At the bottom left of the dropdown, there is a 'Title' field with the text 'ASG Weekly/By th' and 'ESG II Advertiser'.

# Education & Development Calendar

## AdvisorEnterprise Series

March 2014

Mon	Tue	Wed	Thu	Fri
24	25 10:00 - 11:00 AdvisorComplete Series: AdvisorEnterprise Business Processing	26 2:00 - 3:00 NFP Advisor Services Group Monthly Compliance and Operations Call	27 2:00 - 3:00 AdvisorEnterprise 2.0 Series: Income Solutions	28 10:00 - 12:00 NFP360 Overview- Firm Facing
3	4 2:00 - 3:00 AdvisorComplete Series: System Overview	5 10:00 - 11:00 Best Practices Series: Surviving Tax Season	6 10:00 - 11:00 AdvisorEnterprise 2.0 Series: Platform Overview 10:00 - 12:00 NFP360 Overview- Firm Facing	7
10	11	12	13	14
17	18 2:00 - 3:00 AdvisorEnterprise 2.0 Series: Rep as Manager Building and Maintaining Models	19	20 10:00 - 11:00 AdvisorComplete Series: Business Processing 10:00 - 12:00 NFP360 Overview- Firm Facing	21
24	25	26 2:00 - 3:00 NFP Advisor Services Group Monthly Compliance and Operations Call	27 10:00 - 11:00 AdvisorEnterprise 2.0 Series: Service Requests	28

# NFP Education Center

The screenshot shows the top navigation bar of the NFP Advisor Services Group website. The main navigation menu includes: Home, My Business, Clients, Process, Trade, Sales & Marketing, Compliance, Research, Practice Enrichment, and a user profile for Cory Davis with a Logout link. A secondary menu is open under 'My Business', listing: Quick Links, Settings, Support, Education & Development, Resources & Guidelines, Feedback, and Manage My Fees. The 'Education & Development' sub-menu is expanded, showing: Education & Development Resources, NFP Education Center (highlighted with a red border), Education & Development Calendar, and AI Insight. A search bar is also visible with the text 'Clients, accounts, forms, ASG website, products, ticker...'. In the top right corner, there is an 'EMPOWER Advisor Success Submit Feedback' button.

# NFP Education Center

The screenshot shows the NFP Education Center website. At the top left is the NFP logo with the text "Benefits Insurance Wealth Management". To the right of the logo is a navigation bar with buttons for "Browse" (highlighted with a red box), "Search", "Help", "Admin", and "Logout".

On the left side, there is a vertical navigation menu with icons and labels: "HOME", "CLIPBOARD", "TIMELINE", "NFP TRAINING CALENDAR", "NFP PRE-LICENSING CENTER", "NFP ONLINE CONTINUING EDUCATION CENTER".

The main content area features the NFP logo at the top right, followed by the text "Education & Development" and a large heading "Tour of the NFP Education Center". Below this heading is a "Click here to play" link. To the right of the main content is a sidebar with a video player showing a "Tour of the NFP Education Center" and another "Click here to play" link.

Below the main content area is a section titled "MY UNIVERSITY" which includes a profile picture of Cory Admin and three buttons: "most liked", "most viewed", and "recently added".

# NFP Education Center

**BROWSE VIRTUAL LIBRARY**

SUBJECT	CURRICULUM
Benefits	AdvisorComplete
General	AdvisorEnterprise
Investments	AdvisorEnterprise 2.0
Life Insurance	Direct Business
	NFP Advisor Services Group Orientation
	NFP Education Center
	New Hire Training
	Resource Library
	Social Media
	Streetscape

# NFP Education Center

**NFP** Benefits Insurance Wealth Management

Browse Search Help Admin Logout

**COURSE CONTENT**  
ADVISORENTERPRISE 2.0  
Investments > AdvisorEnterprise 2.0

- Benchmark Creation
- Model Creation
- Trading

**Session Detail**

Supporting Documents 0

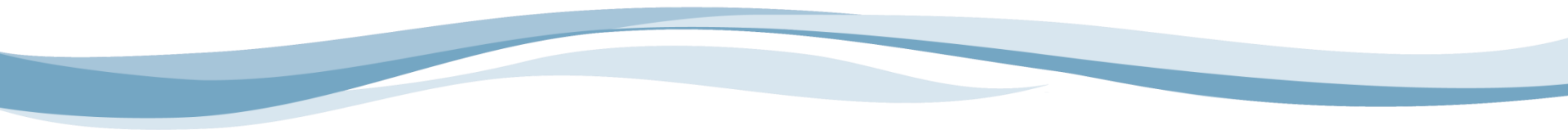
Related Sessions 0

AdvisorEnterprise 2.0 Models and Benchmarks, Part 2 Benchmark Creation

**NFP** Advisor Services Group

**TITLE:** Benchmark Creation  
**DESCRIPTION:** Create and assign custom benchmarks to your Rep as Manager and Unified Managed Account models.  
**DATE:** 12/10/13  
**STATUS:** Incomplete

# AdvisorEnterprise Operations



Navigation menu with tabs: Home, My Business, Clients, Process, Trade, Sales & Marketing, Compliance, Research, Practice Enrichment.

Sub-menu for Support: Training, Resources & Guidelines, Feedback, Manage My Fees, Frequently Asked Questions, Contact Us, Newsletter Archive.

Sub-menu for Resources & Guidelines: Resource Library, **Advisor Enterprise Operations**, Brokerage, Direct Business, Client Lending Solutions.

Search bar: Clients, accounts, forms, ASG website, products, ticker... Alerts Add to Favorites

NFP Announcements

Posted	Title	Posted By
9/16/2013 <b>New!</b>	Upcoming Training	Training
9/16/2013 <b>New!</b>	Variable Annuity Sp	Advisory & Investment Services
9/16/2013 <b>New!</b>	By the Numbers/Mo	NFP Advisor Services Group
9/9/2013	Compliance & Oper	Training
9/9/2013	By the Numbers/Operations Update - Week of Sept. 9	NFP Advisor Services Group
8/30/2013	Conference Call Replays - New Replays Added!	Training
8/26/2013	By the Numbers/Compliance Quarterly - Week of Aug. 26	NFP Advisor Services Group
8/8/2013	Announcing New Partnership with Wealth-X	NFP
1/28/2013	AdvisorComplete Announcement Archives	NFP Advisor Services Group



# AdvisorEnterprise Operations

**NFP**  
Advisor Services Group

Forms Shortcuts

**NFPSI Home**  
Technology Resources  
Advisory & Investments  
**Operations**  
Account Services  
Brokerage Cashiering  
Brokerage Trading  
Operations Support  
**Advisor Enterprise Operations**  
Registrations / Firm Integration  
Compliance  
Sales Supervision  
Producer Compensation  
Previous Page

Operations

## Advisor Enterprise Operations

▼ Advisor Enterprise Operations

**General Information:** [Contact NFP](#) | [Contact Envestnet](#) | [Access Request Form](#)  
[Policies](#) | [Prefix List](#) | [Reporting](#) | [Best Practices](#) | [FAQs](#)

**Processing Procedures:** [New Accounts](#) | [Account Features](#) | [Service Requests](#)  
[PIP/SWP/PDP/Earnings Plan](#) | [Conversions](#)  
[Manager Changes \(change SIS\)](#)

**Rep as Manager:** [Model Management](#) | [Trading](#) | [Activate an Account](#)  
[Trade Alerts](#) | [Customizations](#)

**Billing:** [General Billing Information](#) | [Billing Types](#) | [Billing Report](#)

**Training:** [Training on Demand](#) | [AdvisorEnterprise Series](#)

# Advisory Support

## Advisory team

### Manager

Ashley Green

### Specialist

Danny Klingler

Stephen Hester

Geoff Smith

Evan Golden

Ryan Timmins

Contact Advisory Support at 1-800-880-0080 Option 1, 4 or  
[AdvisoryOps@nfp.com](mailto:AdvisoryOps@nfp.com).