

Advisor Scoring for Opportunity Hunter

Identify the ideal advisor for your firm

Valuable intelligence that will help your teams target the right advisors, at the right time, with the right strategies

Powered by the broadest and deepest distribution data in the industry

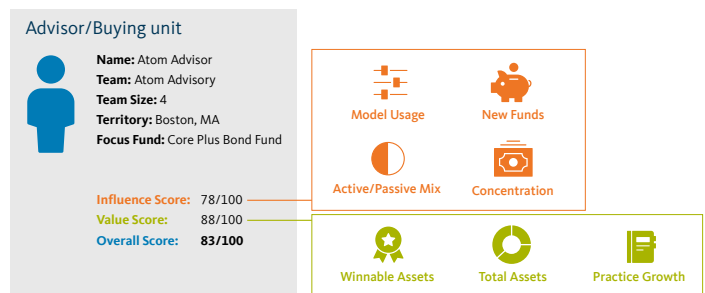
Advisor scoring in Opportunity Hunter is powered by Broadridge's Distribution Insight Platform, which covers more than 95% of financial intermediary assets under management across both mutual funds and ETFs. Distribution Insight coverage for funds and ETFs provides a true picture of how industry trends – active/passive, ESG, model portfolios – are impacting advisor decisions. Our depth of data combined with our proprietary advisor scoring approach, provides unique results about advisor preferences.

Identify the ideal advisor for your firm

Advisor scoring gives your teams the tools to better target ideal advisors in each office based on several key metrics. Based on our extensive industry experience and prior work on custom segmentation projects, we calculate metrics that any sales professional would love to know prior to engaging with an advisor.

More time selling and less researching

Enable your teams to spend more time meeting with advisors and less time synthesizing different datasets and researching advisor business models. By bringing these metrics together in a single location, Broadridge aims to save users time while giving them valuable intelligence that can be used for advisor targeting and to facilitate more productive conversations.



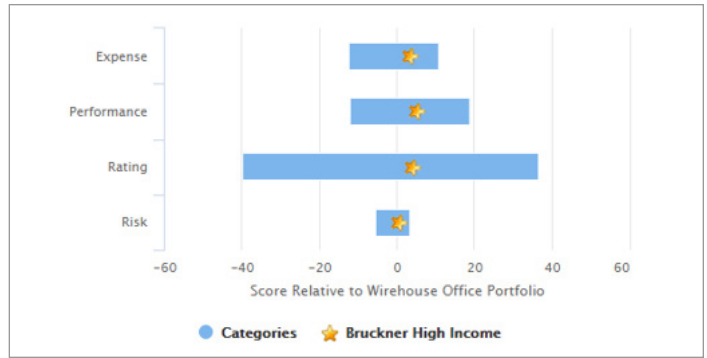
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FULL INTEGRATION WITH OPPORTUNITY HUNTER

Opportunity Hunter allows asset managers to target key product opportunities by office location and better understand their competitive advantage against current holdings across,

- Performance
- Fees
- Risk
- Ratings

This allows you and your teams to have more informed conversations and prioritize top opportunities. Paired with Advisor Scoring, Opportunity Hunter becomes an all-in-one targeting solution.



FOCUSED ON DRIVING ACTION

Each advisor or group is scored according to their level of influenceability and value to your specific product offerings. This allows users to quickly glance at an advisor profile and gain valuable intelligence about their practice. Additionally, we provide a fund recommendation that's customized to your firm and product lineup based on Winnable AUM. Scores are presented in straight forward language and benchmarked ratings, allowing users to quickly understand and interpret results.

MULTI-CHANNEL DELIVERY OF DATA

We've built the Advisor Scoring to be portable so users can access the data in the tools and platforms they're already using. Scoring is fully integrated into Opportunity Hunter and can be accessed through a link in the Opportunity tab or in the Reps tab on the office profile. Data is also available in a data extract with CRD as the unique identifier. Data extracts will also contain advisor positions, groups names, and licenses.

<p>Overall 75</p>	<p>Johnson, Samantha 123-444-5678 samantha.johnson@bank.com 123 JONES ST CITY, ST 12345 View Registration</p>	<p>Qualified Prospect Yes Group Name ABC Consulting Group Retirement Specialist Yes Licenses S31 S7 S65 S63 INSU FI360 Designation N/A Position Managing Director Wealth Management Segmentation Based on Office Level Aggregation N/A</p>	<p>FUND RECOMMENDATION: Bruckner High Income</p>	<p>Influence 70</p> <p>Value 99</p>	<p>Concentration Low Model Use Very Low Active Pct Very High New Funds High Winnable AUM Very High Active AUM Very High Practice Growth Medium</p>
	<p>Overall 35</p>	<p>Smith, John 123-444-5678 john.smith@bank.com 123 MAIN ST CITY, ST 12345 View Registration</p>	<p>Qualified Prospect Yes Group Name N/A Retirement Specialist Yes Licenses S63 S5 S1 PC INSU FI360 Designation N/A Position Vice President Wealth Management Segmentation Based on Office Level Aggregation N/A</p>	<p>FUND RECOMMENDATION: Bruckner International Large Equity</p>	<p>Influence 56</p> <p>Value 39</p>

Advisor Scoring in Opportunity Hunter identifies advisor and product opportunities using the most robust data in the industry. Only Broadridge can bring together this uniquely powerful application for your organization.

Explore the full suite of solutions on our Distribution Insight Platform. Sign in or register today at distributioninsight.broadridge.com.

For more information please contact Fred Kosanovic at +1 412 201 6084 or email fred.kosanovic@broadridge.com.

Broadridge, a global Fintech leader with over \$4.5 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and intelligence. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.



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Ready for Next



Communications
Technology
Data and Analytics