

# UNIFIED VERSUS INTEGRATED



**W**hat does it mean when we describe our wealth management solution as a unified one? Unlike other integrated packages, which are banded together and managed by multiple sources, Interactive Advisory Software's (IAS) unified solution is managed and hosted by a single source – us.

IAS' solution was developed from the ground up by top financial advisors for advisors, and is the only software which encompasses all tools necessary for a successful wealth management firm – CRM, Financial Planning, Portfolio Management, Back Office Services, Client Access Portal, and Rebalancing.

## CRM (Customer Relationship Management)

IAS' comprehensive CRM software provides serious wealth managers with practice intelligence, client and advisor access, practice management, compliance support, and other benefits. These include functions which allow the user to view up-to-date financial summary and cash flows, view comprehensive client information, create client holdings reports, enter unlimited contact information for each household, react quickly to rapid changes in market conditions, and numerous other features.

## Financial Planning

IAS' financial planning model offers multiple functions involving planning analysis, taxes and cash flow, retirement planning, education planning, estate planning, risk protection, and lifetime (future) planning. With this model, one can find many benefits, such as the ability to generate Monte Carlo comparisons for each financial goal, create planning scenarios based on cash flow and client goals, and calculate multi-year net worth, cash flow, and tax projections, as well as integrate financial planning and portfolio management seamlessly.

## Portfolio Management

IAS captures all aspects of portfolio management with features involving analysis, compliance, asset allocation, and presentation. The benefits of these features include the ability to calculate daily Time-Weighted Returns (TWR) and Internal Rate of Returns (IRR), handle all types of products including partnerships and real estate, capture trade-date transaction accounting by tax lot, client invoicing and much more.

## Back Office Services

IAS offers data reconciliation services to help your back office run more efficiently. IAS realizes the amount of time and significant effort necessary to train, manage, and compensate internal staff to handle such tedious, back office responsibilities, which is where we would like to help. Why bother to endure such frustration on your own? IAS data reconciliation services include an Account

Representative, who will be dedicated to your firm and is committed to meeting your needs. This Account Representative will serve as a point-of-contact. In addition, each Account Representative will have a secondary Representative to be of assistance when needed so help is always here.

## Client Access Portal

Our Client Portal allows you to provide additional services to your clients, giving them a "window" on the web into their own data, including selected reports, financial calculators and up-to-date financial statements. This two-way communication enhances your client management services by keeping clients informed and reducing your workload.

## Rebalancing

From the initial creation of an investment strategy through to execution of rebalanced trades, IAS takes care of your Portfolio Management needs. Our new Rebalancing module allows the user to rebalance portfolios against a user-defined target model allocation. The tool will generate the most tax efficient and lowest cost transactions to accomplish the rebalancing goal. IAS' unique tax modules allow users to combine both qualified and non-qualified accounts together in the same portfolio and rebalance accordingly. A review and edit process is presented prior to the creation of an export file available to be sent to custodians for execution. Final reconciliation can then be processed on these executed trades the following day.

**Break free from the pack!**

**IAS: The only unified wealth management solution.**

**For more information please contact: [sales@iassoftware.com](mailto:sales@iassoftware.com) • 1.800.821.7355**

