



riskalyze 



# Welcome to the Fearless Investing Movement.



## Meet the Risk Number<sup>®</sup>

Built on a Nobel Prize-winning framework, this quantitative analytic has revolutionized the way advisors approach risk. When you help your clients understand how to react to risk appropriately, you can turn a fear-bound client into a fearless investor. That's the kind of client who makes great short-term decisions that you can turn into excellent long-term outcomes.



# This is Risk Alignment.

## Risk Tolerance

**Risk Assessments** pinpoint exactly how much risk an investor **wants**. Eliminate the stereotypes that have made risk tolerance all but useless. Use the leading scientific framework to objectively pinpoint an investor's Risk Number. Across the room or across the world.

## Portfolio Risk

**Portfolio Analysis** empowers you to assess how much risk an investor currently **has**. A portfolio-wide Risk Number and 95% Probability Range enable you to make investment decisions and demonstrate alignment (or misalignment) to your prospects and clients.

## Risk Capacity

**Retirement Maps** paint a picture of how much risk an investor **needs** to take on to reach their goals. When you can calculate their probability and illustrate the bigger picture, you can build a map to success for your clients.

## Proposed Risk

**Proposals** allow you to build the perfect portfolio with the exact amount of risk an investor **should** take on. Whether from scratch or from a model, you can easily showcase why a portfolio in alignment with the investor's Risk Number is right for them.

< ALL CLIENTS

**RISK**  
**42**

Doug & Diane Lipman  
dlipman@example.org  
PROSPECT

CREATE REPORT  
START MEETING

**RISK 68** Current Portfolio  
\$2,282,045 • 2 ACCOUNTS

RISKALYZE GPA **2.4**

Potential Annual Return	0.50%
Annual Dividend	2.04%
Expense Ratio	0.08%

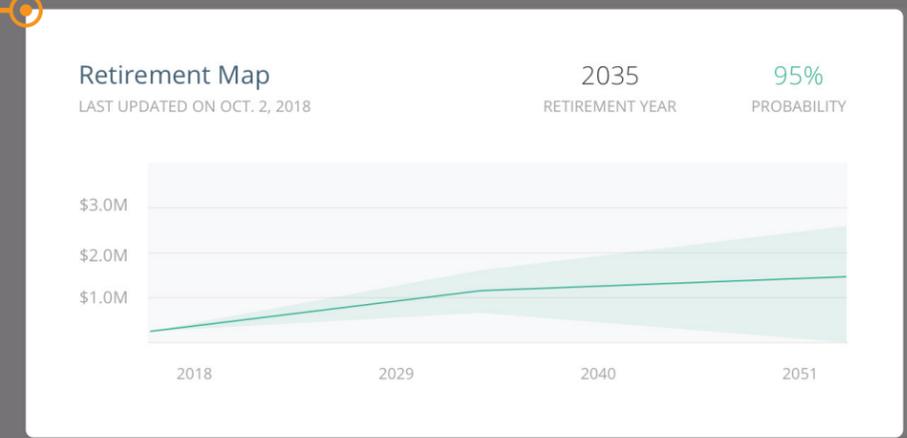
48% STOCKS | 11% BONDS

**RISK 41** Proposed Portfolio  
\$2,282,046 • 2 ACCOUNTS

RISKALYZE GPA **4.1**

Potential Annual Return	5.26%
Annual Dividend	2.80%
Expense Ratio	0.60%

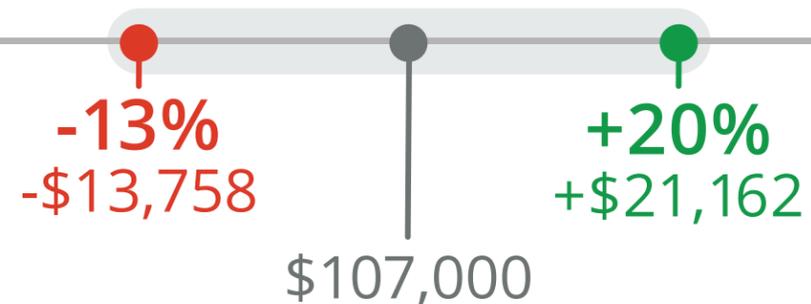
37% STOCKS | 52% BONDS



**Check-ins**  
LAST CHECK-IN ON OCT. 2, 2018

The market (checked)  
Financial Future (unchecked)

95% PROBABILITY (6 MONTHS)



## Clients who follow your advice.

There's 5% of the risk nobody can quantify, but your job as their advisor is to control the 95% that you can. The **95% Probability Range** illustrates the "normal" behavior for your client's portfolio, helping you keep your clients from making fear-bound decisions that blow up long term goals.

## Document your fiduciary approach.

Act in the best interests of your clients, and prove it. Document and showcase alignment between portfolio construction, risk tolerance, and risk capacity. Measuring how much risk the client wants, needs, and currently has in their portfolio, advisors can prove each client is irrefutably invested correctly.

SHAY, ADVISOR IN FLORIDA



"Now that my clients know their Risk Number and understand their 95% Probability Range, my phone no longer rings off the hook when markets are volatile."

## Think outside your AUM.

Use a **Lead Generation Questionnaire** to prompt curiosity in your prospects with the powerful question: "What's Your Risk Number?" Easily embed a custom button onto your website and turn traffic into a conversion machine. Expand your reach by adding a link into your email signature. Drive engagement with a targeted social media campaign. When prospects discover their own Risk Number, they're primed for a conversation about the risk in their portfolio.

Included with Riskalyze Elite is access to our **Advisor Marketing Kit**, packed with resources to help you maximize your brand. From a customizable, client-facing video to templates for flyers, presentations, a press release, and a social media generator, we've got you covered. Also included are best-practice guides for creating engagement online, and we'll even ship you free posters for the office.



Everyone has a Risk Number. What's yours?  
[hubs.ly/H0gwpXZ0](https://hubs.ly/H0gwpXZ0)



See if your Risk Number is a 16 or a 62 with  
our portfolio risk analysis. [hubs.ly/H0gwpXZ0](https://hubs.ly/H0gwpXZ0)



Show prospects they're invested *wrong*. Prove to clients they're invested *right*.

"Riskalyze's Lead Generation Questionnaire still outperforms anything else we've done to generate leads."

NYLE, ADVISOR IN CALIFORNIA



Take client engagement to the next level.



## Risk Assessments

An intuitive questionnaire takes prospects and clients through exercises based on real dollar amounts to pinpoint exactly how much risk they're able to stomach.



## Retirement Maps

Quickly determine the probability of success for a given retirement strategy. Lightning-fast calculations encourage advisors to show their clients the impact of various assumptions in real time.



## Marketing Kit

Want to leverage the Risk Number for your brand? We've got an interactive portal of design templates and other resources available for customization in your Riskalyze account.



## Meetings

Effortlessly launch a remote meeting with just two clicks. Your client joins with a web browser, and there's no way to share the wrong data with the wrong client.

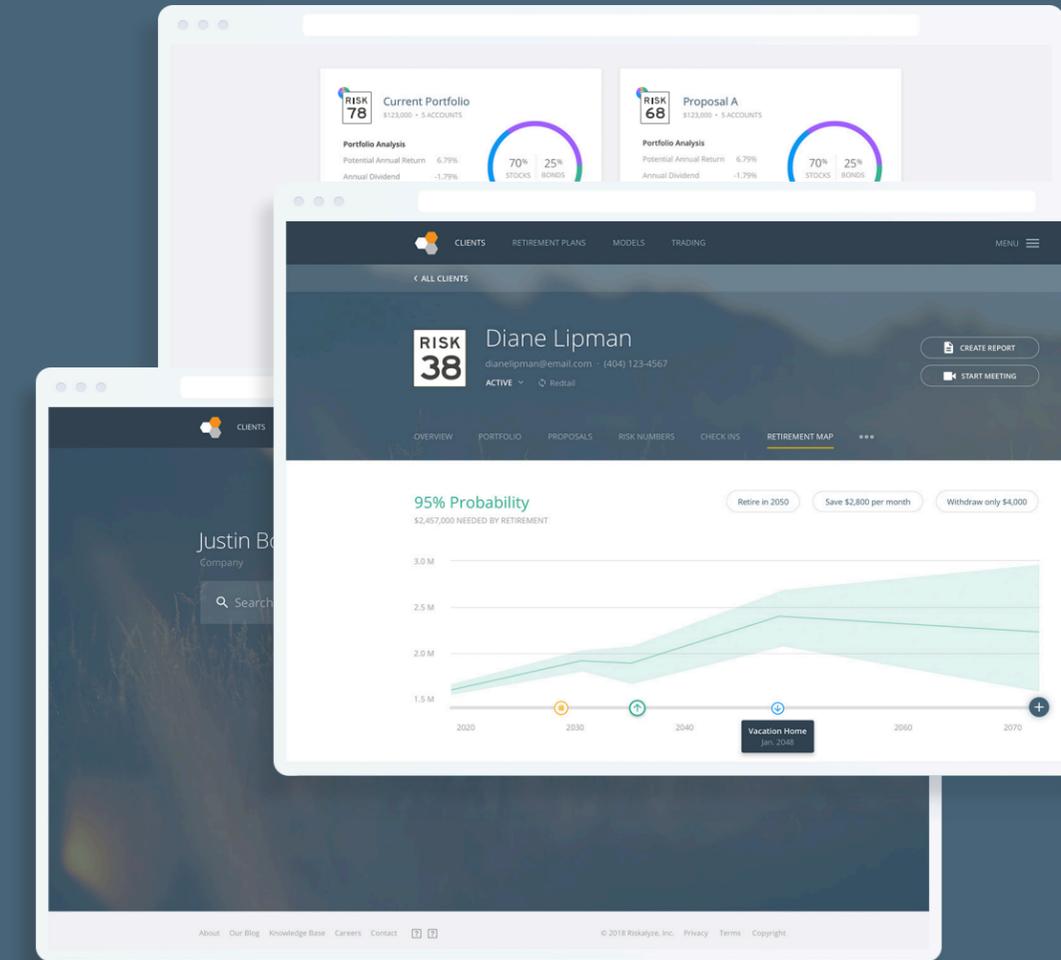


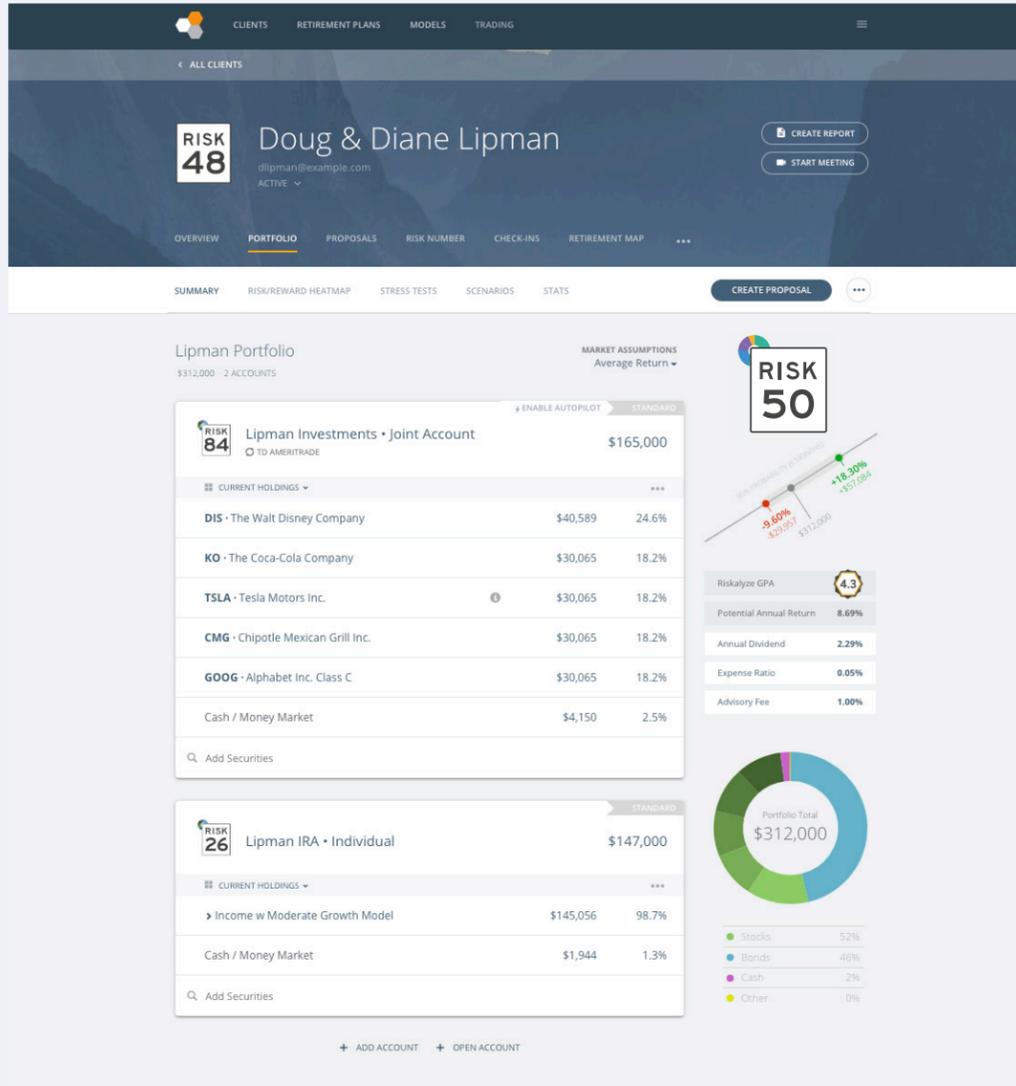
## Check-ins

Email check-ins build a strong foundation to support your message between client reviews and give you an early warning signal when client psychology needs care.

# With Riskalyze, clients just "get it."

Gone are the days of overwhelming clients with 30-page reports they'll never read. Riskalyze helps great advisors powerfully set expectations in a way that is intuitive, fresh, and clear.





## Outside Asset Sync

Seamlessly sync in outside assets for prospects and active clients. Import from over 18,000 connections from thousands of financial institutions.



## GPA

Not all Risk Number 65 portfolios are created equal. Riskalyze GPA makes the concept of return efficiency approachable for both advisors and investors alike.



## IPS / Proposal

We've built a printable Investment Policy Statement that is simple and understandable, yet includes all of the key elements advisors need in that document.



## Stress Tests

Stress Tests illustrates how your proposed portfolio would have fared through various market events over the years, including the financial crisis and recovery.



## Scenarios

Scenarios allows you to save a variety of different contexts you'd like to highlight for your clients and compare them to your suggestions, Risk Number models, and custom market events.



## Advanced Portfolio Stats

# In-depth portfolio analysis in a powerful new way.

Stats is data analytics taken to the next level. It offers a variety of tools such as modeled performance comparison, sector breakdowns, risk/reward scatter plots, and data correlation like you've never seen before.

Powerful portfolio analytics help you analyze the data so you can make informed decisions. From Sharpe Ratios, Beta, Drawdown, and everything in-between, Stats has it covered. (TI-83 calculator not required.)

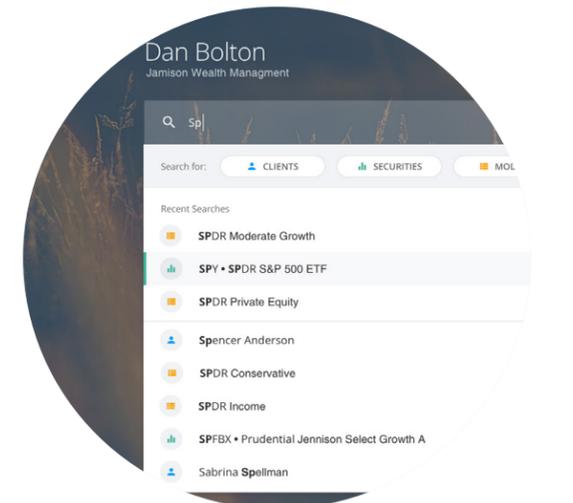


## Individual Security Analysis

# Dive deeper into your analysis

Every fund and stock at your fingertips. Find yourself jumping out of Riskalyze to drill down on the metrics for an individual ETF, mutual fund or stock? Jump no more — individual security analysis is right within Riskalyze.

With a quick search, you'll find rich, deep analysis of a security's Risk Number, price, historical performance, Riskalyze GPA, and numerous other stats. You can also compare it side by side with up to six other choices, drill deep into fund composition, and analyze how you use that security across your entire book of business!



# Powerful Integrations

Advisors love how easily Riskalyze snaps into existing systems and workflows. You're only as efficient as the systems around you, and fortunately, the Risk Number plugs right into all your favorite fintech products. So if you want to connect your custodial feed into Riskalyze, sync data back and forth across your CRM, attach your reporting and billing engines, and put the Risk Number at the heart of your financial planning platform, we've got you covered.

## CUSTODIANS



## CRM



## FINANCIAL PLANNING



## PORTFOLIO MANAGEMENT



## MORE GREAT TOOLS





“10 Most Innovative Companies in Finance”  
FAST COMPANY MAGAZINE

“Best Wealth Management Platform”  
BENZINGA FINTECH AWARDS

“Best Client-Facing Technology”  
MORNINGSTAR ADVISOR COLUMNIST

Fintech 50 List  
FORBES

Fintech 250 List  
CB INSIGHTS

Customer Love Award  
LIKEFOLIO'S SOCIAL MEDIA ANALYTICS

“Best Model Marketplace”  
WEALTH MANAGEMENT INDUSTRY AWARDS

“Most Innovative Software”  
SACRAMENTO INNOVATION AWARDS

“Best Places to Work”  
SACRAMENTO BUSINESS JOURNAL

Achievements in Risk Analysis  
WEALTH MANAGEMENT INDUSTRY AWARDS



“Setting clear expectations with our clients  
is one of the most important things we do.

Riskalyze makes that easy!”

DAVID, ADVISOR IN CALIFORNIA

## Riskalyze Select

A set of features for smaller  
advisory firms

- ✓ Risk Assessments
- ✓ Portfolio Risk
- ✓ Retirement Maps
- ✓ Stress Tests
- ✓ Meetings
- ✓ Check-ins
- ✓ Lead Generation Questionnaire
- ✓ Investment Policy Statements
- ✓ Risk/Reward Heatmap
- ✓ Mobile App
- ✓ Partner Store
- ✓ GPA
- ✓ Scenarios

## Riskalyze Elite

The risk and analytics platform  
for the elite advisory firm.

Everything in Riskalyze Select, plus:

- ✓ Detailed Portfolio Stats
- ✓ Individual Security Analysis
- ✓ Timeline
- ✓ Advisor Marketing Kit
- ✓ Retirement Plans
- ✓ Custodian Account Opening
- ✓ Outside Asset Sync
- ✓ DocuSign the IPS

## Enterprise

**Deliver the power of the Risk Number to advisors at scale.**

Our enterprise teams equip you with custom configurations to support the plan that works for you.



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