HANLON

All-Inclusive Integrated Advisory Platform

Selecting the Right Solution: The Platform Designed *for Advisors by Advisors*

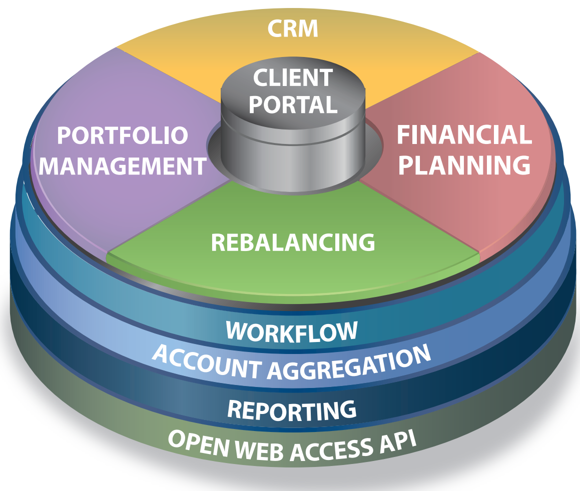
If you are managing advisors or managing clients, you know that the demands on Wealth Management professionals have never been higher. You are competing in a market where product access can no longer differentiate you, and where the relational quality of your service will be your true differentiator. Differentiate you must, if your goal is to organically grow your business.

Directly linked with the challenges of growth are the demands of client management. You need a comprehensive and cost-efficient solution which intuitively "understands" how the business and practice of wealth management works today, and how it must evolve in the future. You need a solution that will allow you to access and use client information quickly and easily.

Hanlon's is the FIRST and ONLY truly integrated wealth management delivery platform designed *by advisors for advisors,* and has over a decade's worth of experience deploying wealth management platform solutions. From its inception the company has blazed the trail in database management, workflow automation, client access and robust financial planning. If you believe it is important for you to be both proactive and interactive with your clients – you need the Hanlon solution.

One Intuitive, Fully-Integrated Platform

All of the client information you possess is in one location coupled with a suite of advisory tools. The Hanlon Advisory Platform combines client relationship management (CRM), portfolio management, financial planning tools, trading and rebalancing, client reporting and a custom-branded client portal in one platform – eliminating the need for disparate systems and the challenges they bring.



The fully-integrated platform enables the management of the firm and clients with a never before reached level of efficiency. Anything that is part of your client's financial world is accessible on the platform, enabling the advisor the ability to provide the highest levels of service.

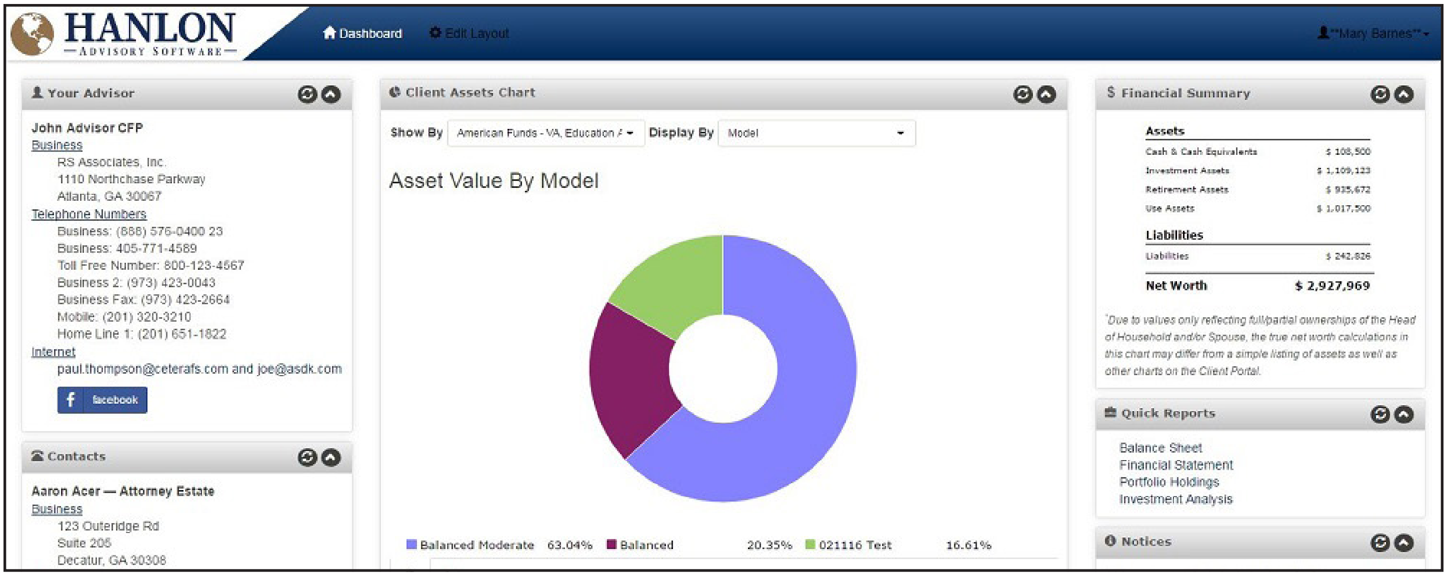
Gaining Firm Efficiencies

The Hanlon platform of solutions enables the development of custom workflow solutions that benefits the firm, the advisors and the clients. By using Hanlon's integrated workflow engine, all of the critical and time consuming aspects of managing clients' assets can be performed quickly and consistently, every time. The following routine activities can be created as predictable, custom workflows:

- On-boarding New Clients
- Establishing New Accounts
- Responding to Service Inquiries
- Rebalancing and Processing Trades
- Preparing for Client Review Meetings
- Being Proactive with Date Sensitive Data
- Client Follow-up

Comprehensive Platform

The power of the comprehensive platform, coupled with an integrated workflow engine, offers a firm the ability to create end-to-end workflows and facilitates total enterprise reporting. Each functional area of the platform competes at the highest levels with other industry leading "single-purpose" point solutions. The Hanlon Platform removes the complexities of dealing with multiple vendors and the headaches of system integration.



CRM and Enterprise Workflow

Hanlon's customer relationship management (CRM) module eases the advisor's workload and builds loyalty with clients. The customer relationship management tools deliver the power to transition seamlessly between a client's detailed balance sheet and account data. This is a benefit unavailable with stand alone CRM modules. Features available within the system include practice intelligence, client and advisor access, practice management and compliance support.

Proposal Generation

Hanlon's platform supports the firm creating a custom investment science and couples this with a sophisticated proposal generator. The proposal generator supports building a custom Investment Policy Questionnaire, which matches the prospective client's risk tolerance to investment allocation enabling the advisor to select investment managers or models to create a professional proposal.

Performance and Client Reporting

The Hanlon platform offers the ability to run performance and client reports that reinforce the advisor's approach to client services. Typically run quarterly, the individual reports update the client as to overall progress toward goals, as well as how well the portfolio and individual assets are performing. The variety of reports take advantage of Hanlon's unified database, highlighting the importance of integrating portfolio management with financial planning.

Goals and Cash Flow Based Financial Planning

Hanlon's financial planning module provides the comprehensive perspective you need to furnish your clients with expert advice on retirement, estate planning and tax planning, educational and other goal funding, plus risk management. The sophisticated relational database contains client goals, tax and cash flow data, assets, liabilities, insurance, and other data being used to manage your clients' current and future wealth. In addition to the standard reports and analyses demanded of all financial planning software, Hanlon' module addresses the many "What ifs" of financial planning.

Client Portal

Hanlon enables your client to have easy online access to their information. This creates two significant benefits. First, the client's confidence is built by being able to rapidly and easily review their complete financial picture. Secondly, the advisor gets the "time back" that has traditionally been spent answering questions.
If your firm's goal is to move from being a product-focused organization to a comprehensive wealth management consulting firm, Hanlon is the platform that will help get you there.

Money Manager Portal

Hanlon's Money Manager Platform empowers the money manager's responsibility within the firm. The Hanlon Platform gives you as the Money Manager the ability to create Asset Allocation Models and submit them for approval to trade and rebalance on that model. The models have full integration into both trading and rebalancing for current clients as well as the proposal generation tool for prospective clients.

Account Aggregation

Hanlon's Platform offers the ability for the client to aggregate accounts and the advisor to view all accounts that the client aggregates. Account Aggregation capabilities enable you to give a global view of your clients' assets and investments and create a comprehensive financial plan complete with budgets and goals for a variety of scenarios. The Hanlon platform have the advisor the ability to be the one-stop-shop for the client's financial needs.

UMA Portfolio Management

Hanlon's portfolio management module puts powerful analytical tools at your fingertips. Hanlon offers the wealth management industry's broadest range of features for analysis, compliance, asset allocation, reporting and presentation. Hanlon's portfolio management capabilities enable you to manage and transact in mutual funds, equities, fixed income and alternative investments – including partnerships and real estate. The portfolio management module also offers the ability to bill on accounts in a variety of ways to fit the advisor's individual needs. The Hanlon Platform also offers the ability to aggregate held away accounts to provide a full view of the client's assets and provide a truly complete strategy for each client.