

Bloomberg solutions for private wealth advisors

Bloomberg



Index

- 02** What it takes to keep your business growing
- 03** Managing client relationships
- 04** Prospecting for new clients
- 05** Researching investment ideas and performing due diligence
- 05** Staying in tune with investor's ESG goals
- 06** Planning and managing portfolio performance
- 07** Professional development
- 08** Tools and resources

Creating value for you and your clients

As a private wealth advisor, the planning and performance of your portfolios is of utmost importance to the reputation and strength of your business. What sets your business apart from the competition is the quality of information you provide and insights you offer. From the macroeconomic forces that shape the markets to the corporate actions behind the earnings estimates of individual companies, the Bloomberg Terminal® will keep you on top of what is happening and why and provide you with the resources and tools to keep you ahead of the game.

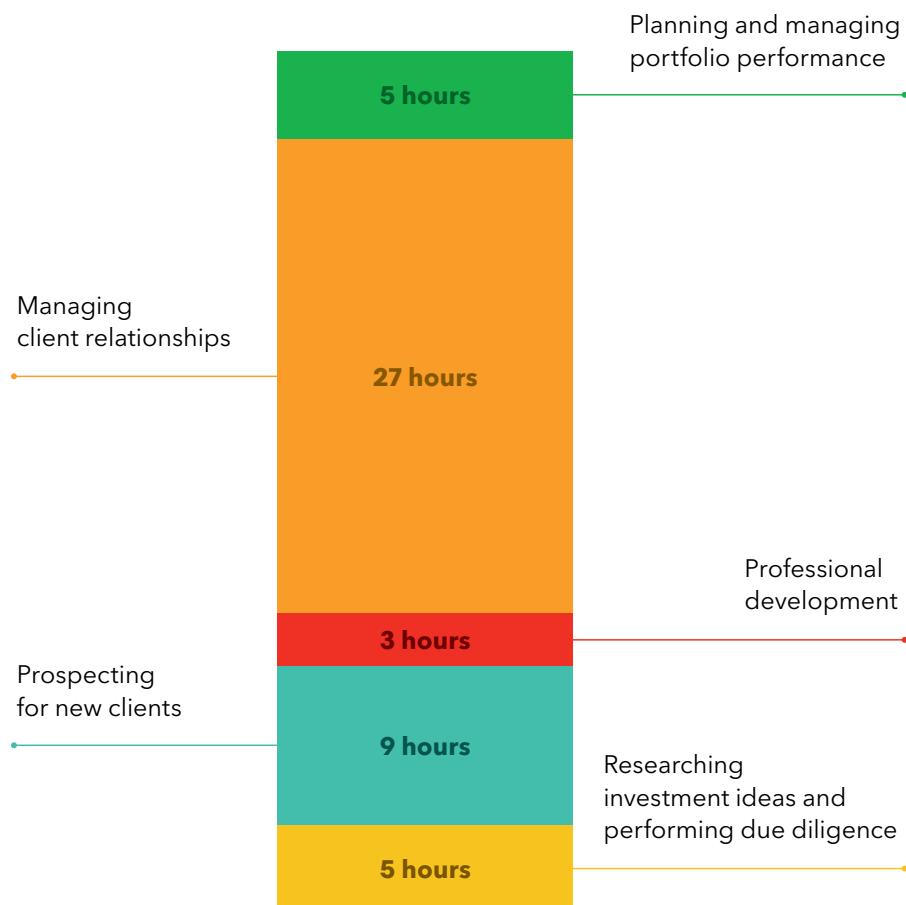
When crafting a pitch to potential or existing clients, the quality and value of this information can turn your pitch from competent to compelling, with Bloomberg behind you all the way.

What it takes to keep your business growing

The work you do every day is not a linear process – clients expect you to be an expert at multi-tasking to be able to meet their wealth management goals.

So, you should have the resources and tools to help you achieve optimal performance.

Hours spent by the typical financial advisor across various weekly tasks



Managing client relationships

Out of an estimated 49 hours a week, the average advisor spends 27 hours managing client relationships: nine hours per week meeting with existing clients, five hours preparing for meetings, seven hours supporting financial planning, investment and other analytical work and six hours on client servicing tasks. You are a master at managing your client relationships – we can help make the rest of your week more efficient by helping you to:

- Educate your clients on key trends and issues that impact their investments (e.g., the Coronavirus, geopolitical unrest, etc.)
- Prepare for meetings with Microsoft® Excel and Powerpoint templates that bring together our data and analytics
- Answer questions with insights derived from a network of more than 250 experienced research analysts

With Bloomberg, we help you save time so you can focus on what matters most for your clients.

Prospecting for new clients

Your business remains a leader in the private wealth field by being able to generate new business. To stay relevant, you need the tools to stay at the forefront of generational shifts. We can help you:

- Quickly identify liquidity events by individuals and originating from companies.
- Create comprehensive prospect lists in your region.
- Identify management, board members and insiders in your company list.

On the Terminal, you can screen through our network of individuals and set alerts for job changes and other movements within and between companies.

Clear Search Actions ▾		People Search					
What are you looking for? ▾		Results (21/21) ▾					
Hide Criteria		Results (21/21) ▾					
Contact	More	1) Joshua M Emanuel	Wilshire Assoc Inc	Chief Invs...	Santa Monica		
<Name>		2) Joseph E McAdams	Anworth Mortgage ...	President/...	Santa Monica		
<Focus>		3) Vijay Srinivasan	Scarsdale Capital L...	Chief Inve...	Santa Monica		
Career	More	4) Michael A Rosen	Angeles Investmen...	Chief Invs...	Santa Monica		
<Company / Fund>	+ More	5) Ronald Dean Mass	Almitas Capital LLC	Chief Invs...	Santa Monica		
Chief Investment Officer		6) Carl Goldsmith	Beach Point Capital Co-CEO/Co...	Santa Monica			
Santa Monica		7) Tom Giovine	Giovine Submanag...	--	Santa Monica		
<Industry of Company/Fund>		8) Bret M Ackerman	Anato Investment ...	Chief Inve...	Santa Monica		
Boards/Membership	More	9) Scott M Klein	Beach Point Capita...	Co-CEO/Co...	Santa Monica		
<Organization>	+ More	10) Theresa Spath	Sierra Investment ...	Chief Inve...	Santa Monica		
Education	More	11) Kevin A Crummy	Douglas Emmett Inc	Chief Inve...	Santa Monica		
<School>		12) David Dale-Johns	Fog Cutter Capital ...	Chief Inve...	Santa Monica		
Keyword		13) Tobias Carlisle	Carbon Beach Asse...	Mng Partne...	Santa Monica		
<Keyword>		14) George B Bolton	Westend Capital Ma...	CIO/Partne...	Santa Monica		
Search my SPDL Contacts		15) Darius Gagne	Abacus Wealth Part...	Partner/Ch...	Santa Monica		
Bloomberg Users Only		16) Quinn R Stills	Palisades Investm...	Chairman/...	Santa Monica		
		17) Joseph Lloyd McAdams	Anworth Mortgage ...	Founder	Santa Monica		
		18) Peter James Eichler	Aletheia Research ...	Chairman/...	Santa Monica		
		19) Juan Manuel Quirroga	Stable Road Acquis...	Chief Invs...	Venice		
		20) Parvinder S Chadha	Exela Technologies...	Chairman	Irving		
		21) Byron Scott Miner	Guggenheim Manag...	Mng Partne...	Santa Monica		

Search for prospects by title and location in your region.

Search		Edit Search		Actions		Settings		Page 1/39 Mergers & Acquisitions									
								Currency USD									
Advanced Search X																	
# of Deals 693																	
Overview Deal Breakdown Capital Flow League Table Deal List Buyer List Time Series																	
Edit Columns Zoom + 100%																	
Add Column Enter a field, e.g. Amendment Date																	
Deal Type	Announce Date	Target Name	Acquirer Name	Seller Name	Announced Total Value (mil.)	Payment Type	TV/EBITDA*										
21) M&A	09/06/2019	NortonLifeLock Inc	Multiple acquirers	Anbang Insurance ...	16,686.85	Cash	15.01										
22) M&A	02/12/2018	Multiple Targets	Potential Buyer	Multiple sellers	5,800.00	Cash											
23) M&A	01/13/2020	Plaid Technologies Inc	Visa Inc	Multiple sellers	5,300.00	Cash											
24) M&A	10/31/2019	Vertafore Inc	Potential Buyer	Multiple sellers	5,000.00	Cash											
25) INV	08/26/2019	Ingram Micro Inc	Multiple acquirers	Multiple sellers	4,000.00	Cash											
26) M&A	12/12/2019	Woowa Brothers Corp	Delivery Hero SE	Multiple sellers	4,000.00	Cash											
27) M&A	10/30/2019	Quest Software Inc	Potential Buyer	Multiple sellers	3,500.00	Cash											
28) M&A	12/17/2019	LogMeIn Inc	Multiple acquirers	Multiple sellers	3,474.80	Cash	10.28										
29) M&A	07/17/2019	Dynata LLC	Potential Buyer	Multiple sellers	3,000.00	Cash											
30) M&A	07/26/2018	Aleris Corp	Hindalco Industrie...	Multiple sellers	2,525.30	Cash	17.45										
31) M&A	10/11/2019	EdgeConnex Inc	EQT AB	Multiple sellers	2,500.00	Cash											
32) M&A	03/25/2019	Avaya Holdings Corp	Potential Buyer	Multiple sellers	2,400.00	Cash	5.97										
33) INV	05/18/2018	GM Cruise LLC	SoftBank Group Co...	General Motors Co	2,250.00	Cash											
34) M&A	07/01/2019	Hitachi Kokusai Electric	Applied Materials I...	KKR & Co Inc	2,200.00	Cash											
35) M&A	02/18/2020	RSA Security LLC	Multiple acquirers	Dell Technologies ...	2,075.00	Cash											
36) M&A	12/08/2015	National multifamily po...	Blackstone Group ...	Greystar Real Esta...	2,000.00	Cash											
37) M&A	11/23/2017	Radius Systems Corp	Potential Buyer	Multiple sellers	2,000.00	Cash											
38) M&A	02/19/2019	Consolidated Precision	Potential Buyer	Warburg Pincus LLC	2,000.00	Cash											

Sample M&A deal list for private equity or venture capitalist in California.

Researching investment ideas and performing due diligence

Through market ups and downs, clients look to you to find opportunities that help them build and protect wealth and plan for retirement. We can help keep you consistent with these shifts in investment goals by providing:

- Price discovery and idea generation
- Comprehensive fixed income coverage with screening, PD and yield analysis
- Real-time newsfeeds, market surveillance and alerts
- Robust unbaised research on corporate, industrial and export topics
- Management capabilities for research on industries, companies and expert topics

With Bloomberg, you can access timely news and data that is designed to forefront the information most relevant to you.

Staying in tune with investor's ESG goals

A new generation of investors want advisors to help bring more balance to their portfolios, keeping diversity and environment, social and governance (ESG) goals in mind.

To keep up with investor expectations:

- Access to more than 13,000 companies
- Up to 12 years of history for over 900 fields is available as an Enterprise Data feed
- Fully integrated feature of the Bloomberg Terminal
- Use our ESG performance scorecard to generate custom, transparent ESG scores to understand company and portfolio ESG performance for any Equity or Corporate Bond Portfolio. Scores are calculated based on company performance on the Environmental, Social and Governance pillars.

Planning and managing portfolio performance

Clients prefer human advisors to robo-advisors. Human advisors – you – can provide a customized approach to shaping a client's investment portfolio and investment flexibility. Clients rely on your expertise and track record to help them invest mindfully and prudently to reach their goals. To make sure you can deliver the value that robo-advisors can't, you need resources that:

- Look at portfolio characteristics, holdings and more
- Run optimization and attribution scenarios for prospecting efforts
- Examine the historical cumulative performance of your portfolio relative to its benchmark
- Use news heat indicators to quickly identify the stories with the most impact on your portfolio

With Bloomberg, you can plan and manage your portfolio in a way that suits your clients' needs.

Run		Tasks		Settings		Analyze in PORT		Portfolio Optimization	
Port BBGEX - BBG GLOBAL EQUITY IDJGTC		BmrkDJGT		Risk Model		US Equity Fundamentals		04/01/20	
S1) Setup	S2) Frontier	S3) Backtest	S4) Trades						Backtest
Optimization Summary	Status	Success		Goal Summary		Initial Value	Final Value		
Turnover(%)	9.83	Trade Value	21,814.8	Goal	Active Total Risk	13.49	11.26		
# of Buys	1	Value of Buys	5,500						
# of Sells	4	Value of Sells	16,314.8						
Proposed Trades									
Security	Name	Trade	Quantity	Init. Weight (%)	Opt. Weight (%)	Export Trades			
USD	USD	Buy	10,814.79	0	4.87	Wgt Diff			
PG US	PROCTER & GAMBLE CO/THE	Buy	50	2.48	4.96	2.48			
GOOGL US	ALPHABET INC-CL A	Sell	-2	20.94	19.89	-1.05			
AES IIS	AES CORP	Sell	-201	6.13	4.9	-1.23			
Portfolio and Group Constraint Results									
Group	Field	Relative	Min	Max	Init Val	Final Val	Value	Warning	
PORTFOLIO	Turnover	INIT_PORTFOLIO		10		9.83			
Stored Results									
Portfolio	Benchmark	Currency	SubmitTime	Status	Canc...				
BBGEX - BBG GLOBAL EQUITY IDJGTC		USD	4/1/2020 08:35:32	COMPLETED	Canceled				

Example of portfolio optimization.

Professional development

Your business won't grow unless you grow. Access to thought leadership, training and tools can help keep you relevant and find more clients for decades to come.

- Demonstrate the continued value of your investments.
- Learn more about a topic or theme that investors are interested in.
- Stay up to date on regulations that will impact your day-to-day business.

With Bloomberg, our training and tools can help you keep growing.

Tools and resources

An advisor of your caliber should have access to the tools and resources that will help you continue to be successful.

Learn more about the benefits of having access to your own dedicated Terminal at bloomberg.com/Terminal, select 'Request a Demo' and set up an appointment with a Bloomberg representative.

Prospecting for new clients

- **PE <GO>** Private Equity
- **MA <GO>** Mergers & Acquisitions
- **IPO <GO>** Equity Offerings
- **PSCR <GO>** Private Company Screening
- **MGMT <GO>** Company Management
- **EQS <GO>** Equity Screening
- **BIO <GO>** People Profiles
- **HDS <GO>** Security Ownership
- **PEOP <GO>** People Search
- **ALRT <GO>** Alerts Manager

Researching investment ideas and performing due diligence

- **BI <GO>** Bloomberg Intelligence
- **SRCH <GO>** Fixed Income Search
- **Launchpad <GO>**
- **DS <GO>** Document Search
- **NEWS ON ___ <GO>** News Search
- **DAYB <GO>** Daybreak
- **QUIC <GO>** Bloomberg Quicktakes
- **FSRC <GO>** Fund Screening
- **FSCO <GO>** Fund Scoring
- **HFA <GO>** Hedge Fund Analysis

Planning and managing portfolio performance

- **PORT <GO>** Portfolio & Risk Analytics

Managing client relationships

- Bloomberg BRIEFs
- **QUIC <GO>** Bloomberg Quicktakes
- **BI <GO>** Bloomberg Intelligence

Professional development

- Bloomberg webinar portal
(Visit Bloomberg.com/professional, under Insights, under Features and select Webinars)
- **SEMR <GO>** Seminar Administration
- Access our 24/7 Support Service
- Personalized training can also be requested from your Bloomberg Account Manager

About the Bloomberg Terminal.

Since 1981, business and financial professionals have depended on the Bloomberg Terminal® for the real-time data, news and analytics they need to make the decisions that matter. The Terminal provides information on every asset class — from fixed income to equities, foreign exchange to commodities, derivatives to mortgages — all seamlessly integrated with on-demand multimedia content, extensive electronic-trading capabilities and a superior communications network.



Take the next step.

For additional information,
press the <HELP> key twice
on the Bloomberg Terminal®.

bloomberg.com/professional

Beijing
+86 10 6649 7500
Dubai
+971 4 364 1000
Frankfurt
+49 69 9204 1210

Hong Kong
+852 2977 6000
London
+44 20 7330 7500
Mumbai
+91 22 6120 3600

New York
+1 212 318 2000
San Francisco
+1 415 912 2960
São Paulo
+55 11 2395 9000

Singapore
+65 6212 1000
Sydney
+61 2 9777 8600
Tokyo
+81 3 4565 8900

The data included in these materials are for illustrative purposes only. The BLOOMBERG TERMINAL service and Bloomberg data products (the "Services") are owned and distributed by Bloomberg Finance L.P. ("BFLP") except (i) in Argentina, Australia and certain jurisdictions in the Pacific Islands, Bermuda, China, India, Japan, Korea and New Zealand, where Bloomberg LP and its subsidiaries ("BLP") distribute these products, and (ii) in Singapore and the jurisdictions serviced by Bloomberg's Singapore office, where a subsidiary of BFLP distributes these products. BLP provides BFLP and its subsidiaries with global marketing and operational support and service. Certain features, functions, products and services are available only to sophisticated investors and only where permitted. BFLP, BLP and their affiliates do not guarantee the accuracy of prices or other information in the Services. Nothing in the Services shall constitute or be construed as an offering of financial instruments by BFLP, BLP or their affiliates, or as investment advice or recommendations by BFLP, BLP or their affiliates of an investment strategy or whether or not to "buy", "sell" or "hold" an investment. Information available via the Services should not be considered as information sufficient upon which to base an investment decision. The following are trademarks and service marks of BFLP, a Delaware limited partnership, or its subsidiaries: BLOOMBERG, BLOOMBERG ANYWHERE, BLOOMBERG MARKETS, BLOOMBERG NEWS, BLOOMBERG PROFESSIONAL, BLOOMBERG TERMINAL and BLOOMBERG.COM. Absence of any trademark or service mark from this list does not waive Bloomberg's intellectual property rights in that name, mark or logo. All rights reserved. ©2020 Bloomberg. 857778 DIG 0820