# Finansplan Pretotype – Advisory Model

STORYBOARD

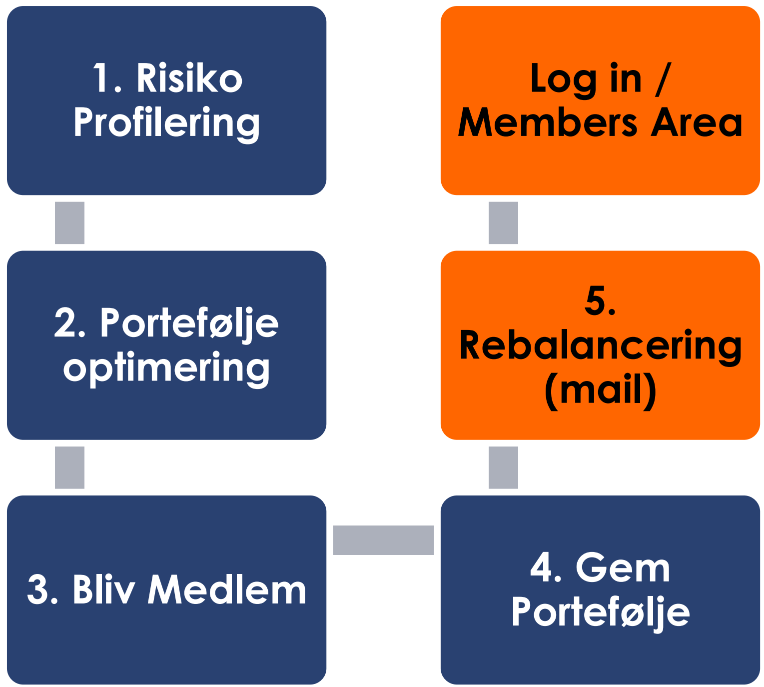
October 2014

www.finansplan.dk

# To-do's

- **Mødet er enten mandag 17/11 eller onsdag 19/11**
- **Kourosh**
  - ALGO præsentation
  - Rebalancering/webservice
- **Stig**
  - Storyboard
  - Tilbud præsentation
- **Michael**
  - Finansplan-branded pretotype (advisory model)

# Storyboard – Advisory Model



# Log In / Members Area

**Members Area**

**Portfolio**

- Past performance
- Benchmark
- Future performance

**Mailbox**

- Pending mails
- Mail history

**Personal data**

- Contact information
- Risk Profile

**Documents**

- Agreements

# Mail / recommendation

Dear Member,

As requested we hereby advise you to rebalance your portfolio as follows:

Buy and Sell xxxxxx

Do you wish to save the Buy and Sell recommendations to your portfolio?

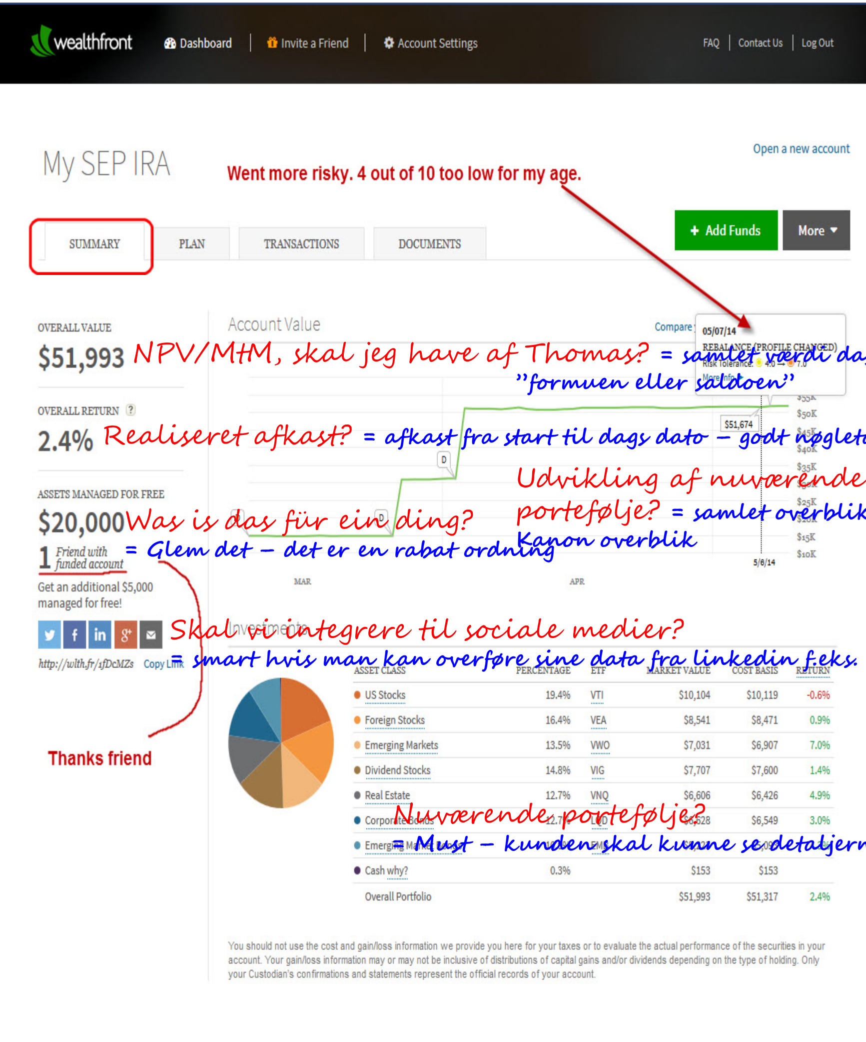
ACCEPT DECLINE

Please remember that you need to trade the transactions yourself according to our mutual agreement.

Have a nice day,

Finansplan

# Rapporter i Log In / Members Area




NPV/MTM, skal jeg have af Thomas? = samlet værdi dags dato – "formuen eller saldoen"

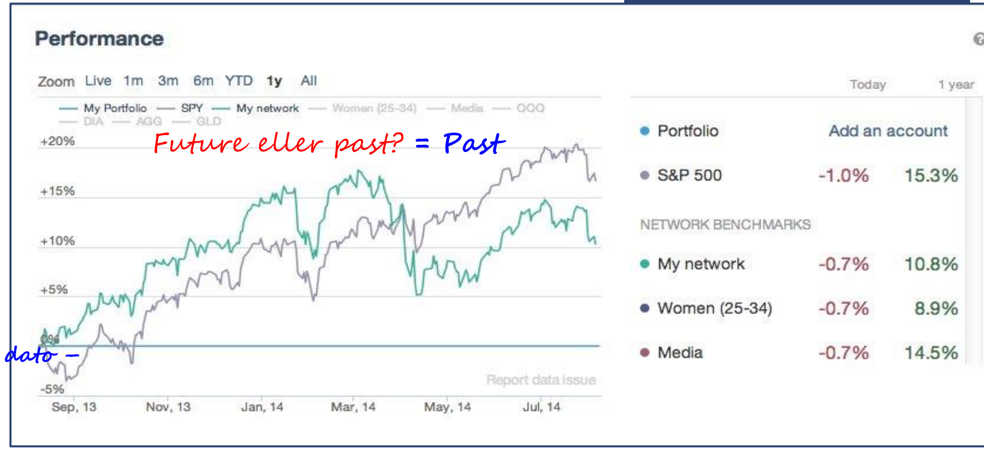
Realiseret afkast? = afkast fra start til dags dato – godt nøgletal

Udvikling af nuværende portefølje? = samlet overblik over værdien over tid Kanon overblik

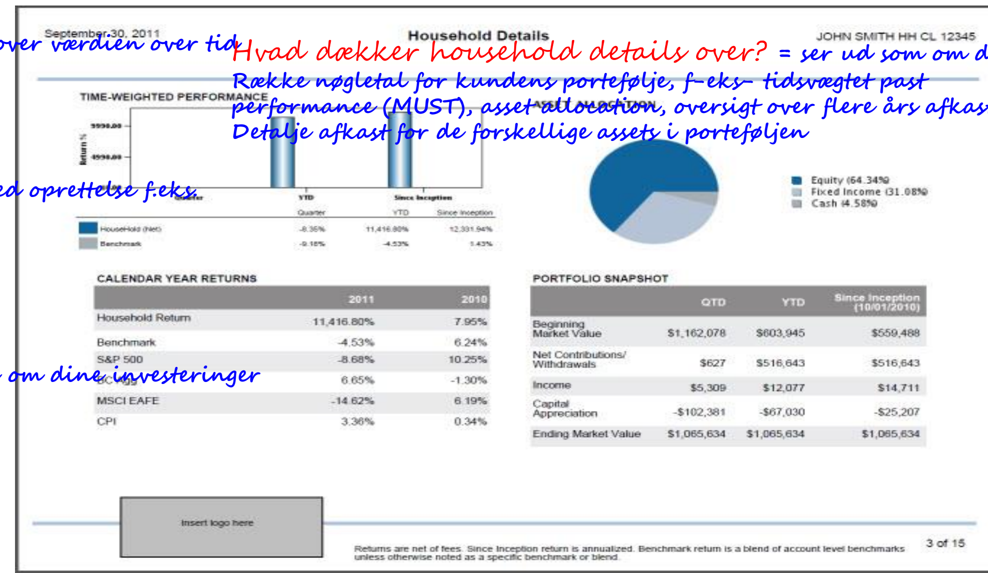
Was is das für ein ding? = Glem det – det er en rabat ordning

Skal vi integrere til sociale medier? = smart hvis man kan overføre sine data fra linkedin f.eks. ved oprettelse f.eks.

Nuværende portefølje? = Must – kunden skal kunne se detaljerne om dine investeringer




Future eller past? = Past




Hvad dækker household details over? = ser ud som om det er Række nøgletal for kundens portefølje, f-eks- tidsvægtet past performance (MUST), asset allocation, oversigt over flere års afkast og Detalje afkast for de forskellige assets i porteføljen

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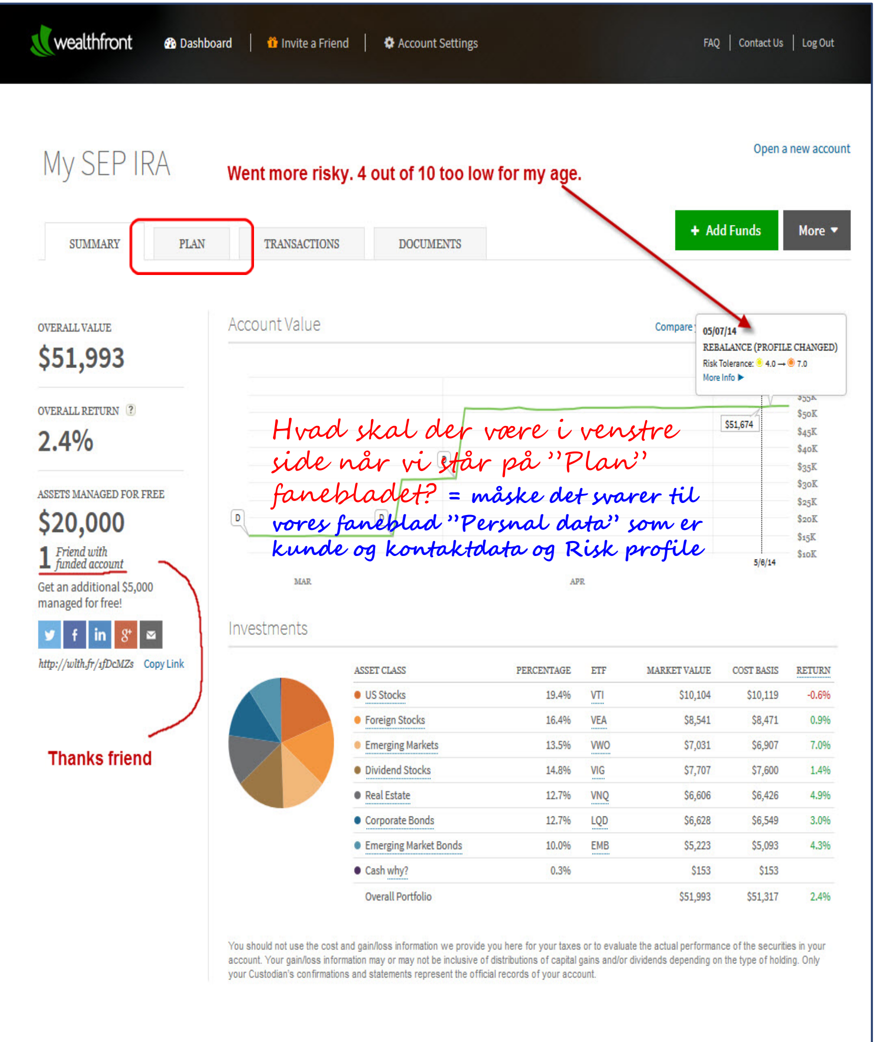
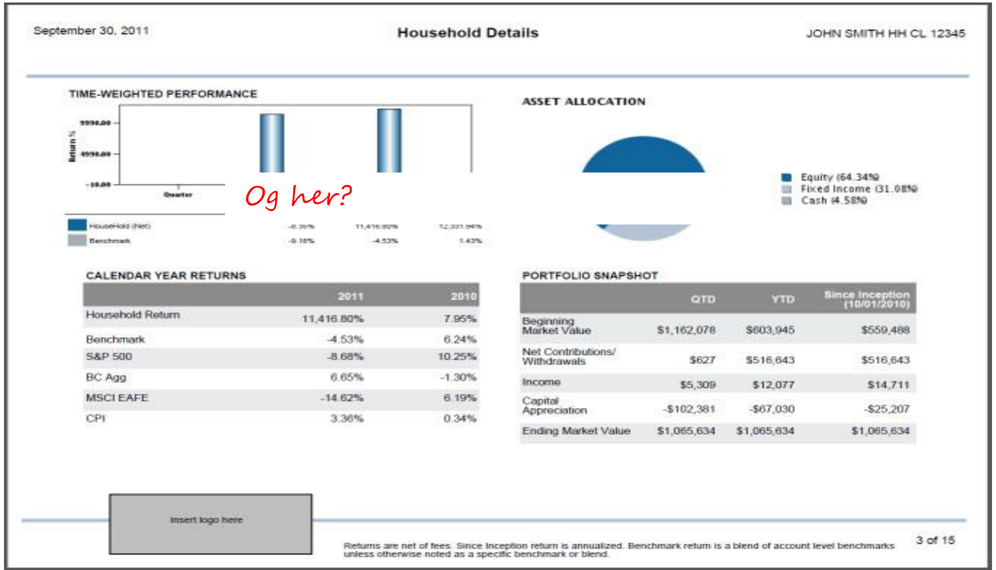



| ASSET CLASS | PERCENTAGE | ETF | MARKET VALUE | COST BASIS | RETURN |
|---|---|---|---|---|---|
| US Stocks | 19.4% | VTI | $10,104 | $10,119 | -0.6% |
| Foreign Stocks | 16.4% | VEA | $8,541 | $8,471 | 0.9% |
| Emerging Markets | 13.5% | VWO | $7,031 | $6,907 | 7.0% |
| Dividend Stocks | 14.8% | VIG | $7,707 | $7,600 | 1.4% |
| Real Estate | 12.7% | VNQ | $6,606 | $6,426 | 4.9% |
| Corporate Bonds | 12.7% | LQD | $6,628 | $6,549 | 3.0% |
| Emerging Market Bonds | 10.0% | EMB | $5,223 | $5,093 | 4.3% |
| Cash why? | 0.3% | | $153 | $153 | |
| Overall Portfolio | | | $51,993 | $51,317 | 2.4% |

You should not use the cost and gain/loss information we provide you here for your taxes or to evaluate the actual performance of the securities in your account. Your gain/loss information may or may not be inclusive of distributions of capital gains and/or dividends depending on the type of holding. Only your Custodian's confirmations and statements represent the official records of your account.


| | 2011 | 2010 |
|---|---|---|
| Household Return | 11,416.80% | 7.95% |
| Benchmark | -4.53% | 6.24% |
| S&P 500 | -8.68% | 10.25% |
| BC Agg | 6.65% | -1.30% |
| MSCI EAFE | -14.62% | 6.19% |
| CPI | 3.36% | 0.34% |

| | QTD | YTD | Since Inception (10/01/2010) |
|---|---|---|---|
| Beginning Market Value | $1,162,078 | $603,945 | $559,488 |
| Net Contributions/ Withdrawals | $627 | $516,643 | $516,643 |
| Income | $5,309 | $12,077 | $14,711 |
| Capital Appreciation | -$102,381 | -$67,030 | -$25,207 |
| Ending Market Value | $1,065,634 | $1,065,634 | $1,065,634 |

Returns are net of fees. Since Inception return is annualized. Benchmark return is a blend of account level benchmarks unless otherwise noted as a specific benchmark or blend.

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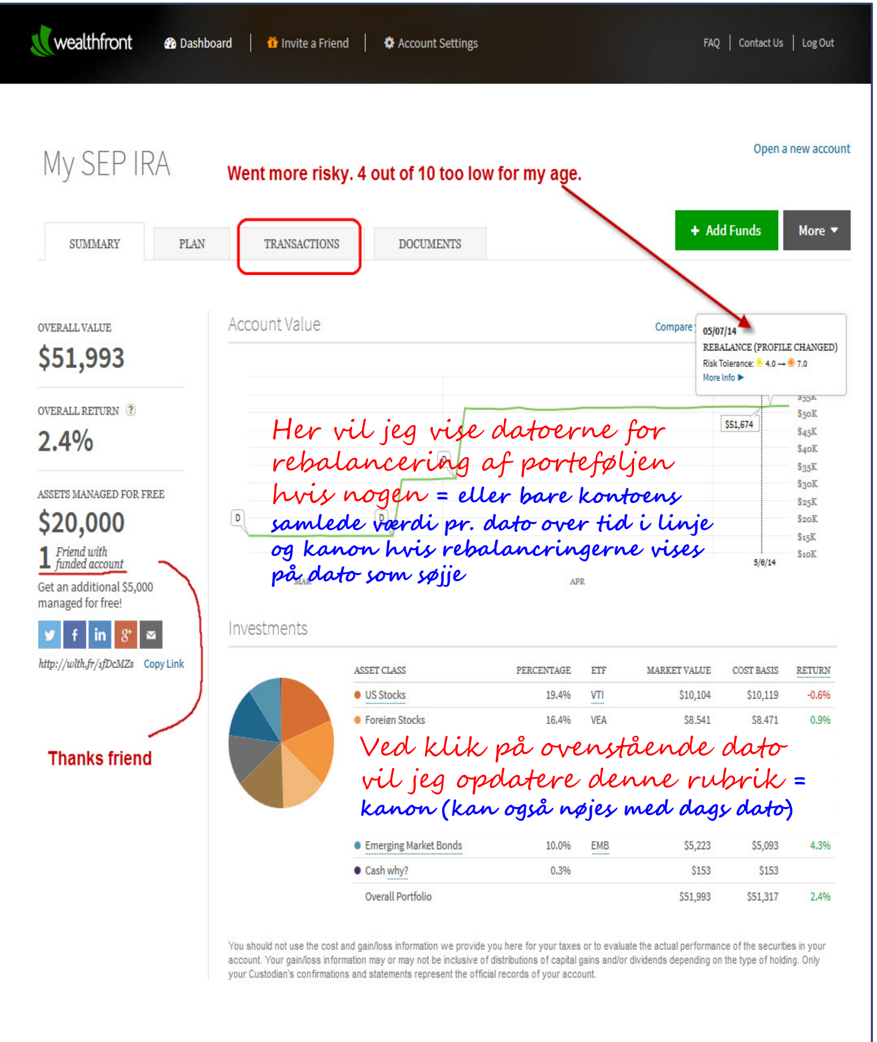



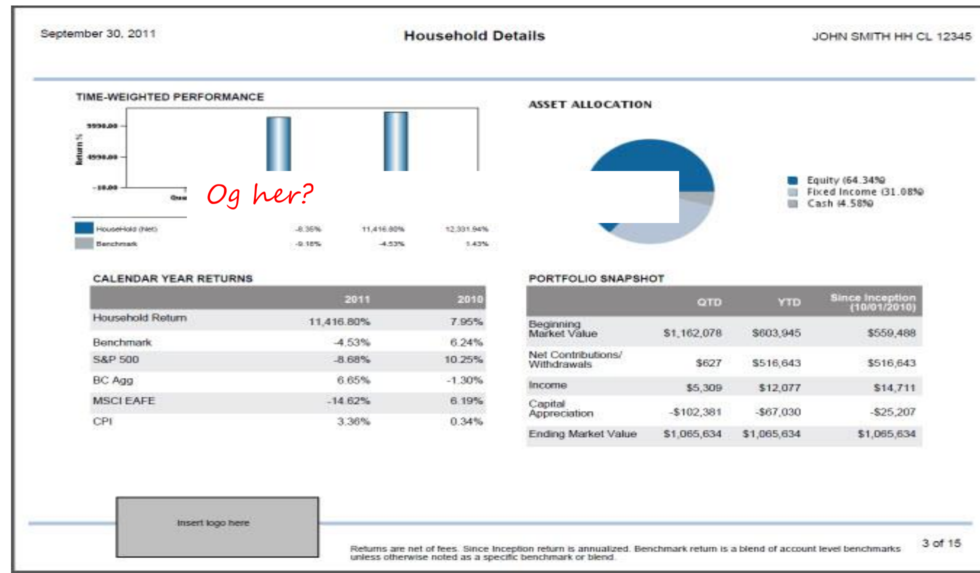

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