Folio Institutional Monthly Advisor Call
September 24, 2014

Want to add a colleague to the invitation list?
Have an idea or request for a future Advisor Call?

Send us a note via conference chat on your screen.

The Folio Team

Blaine McLaughlin

Vice President
Folio, Business Development

Bill Davis

Vice President
Folio Client Services

Helen Shepro

Chief Marketing Officer
Folio

Greg Vigrass

President
Folio Institutional

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Today's Agenda

- **Introductions**
- **Service & Operations Update**
- **Featured Presentation: Folio's New Private Placement Platform**
- **Conclusion**

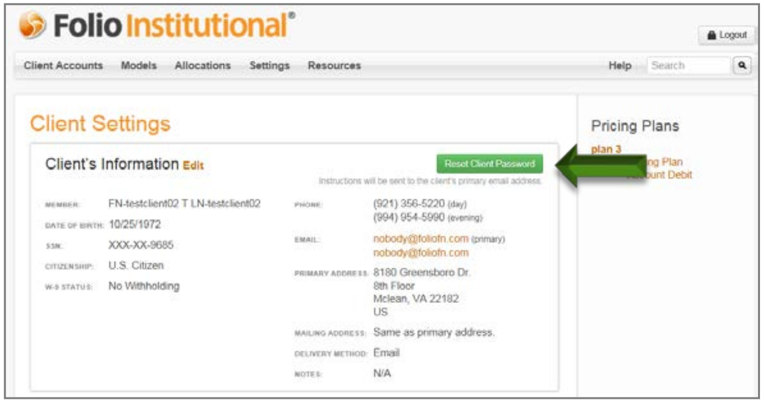
Password Resets

As part of Folio Institutional's ongoing efforts to ensure the security of client accounts, clients are now required to change their password.

You can help your clients to change their password:

1. The Client Settings Page

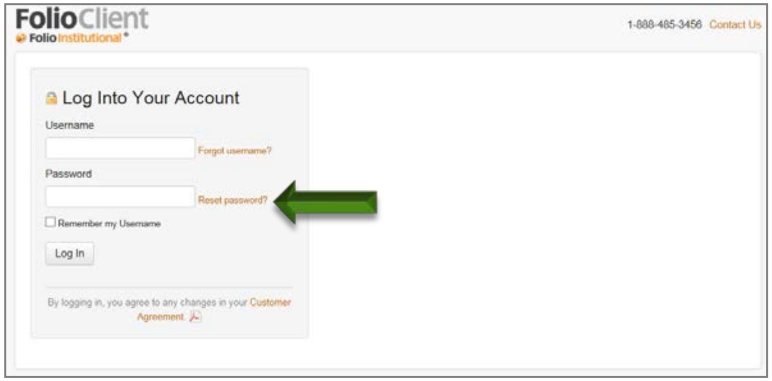
If you have *Account Manager-level* access to a client, you can initiate the password reset email for your client. Go to the **Client Settings** page and select **Reset Client Password** to send the reset email to their primary email address on file.



-OR-

2. "Reset Password?" Path through www.FolioClient.com.

Clients can send themselves the password reset email by going to the **Login** page and clicking **Reset Password.**



Note: Advise clients to allow up to five minutes for the password reset email to arrive in their email inbox. Although we send the email right away, some internet service providers and email hosts (Yahoo, Gmail, etc.) have a slight delay in delivering emails.

Required Minimum Distributions

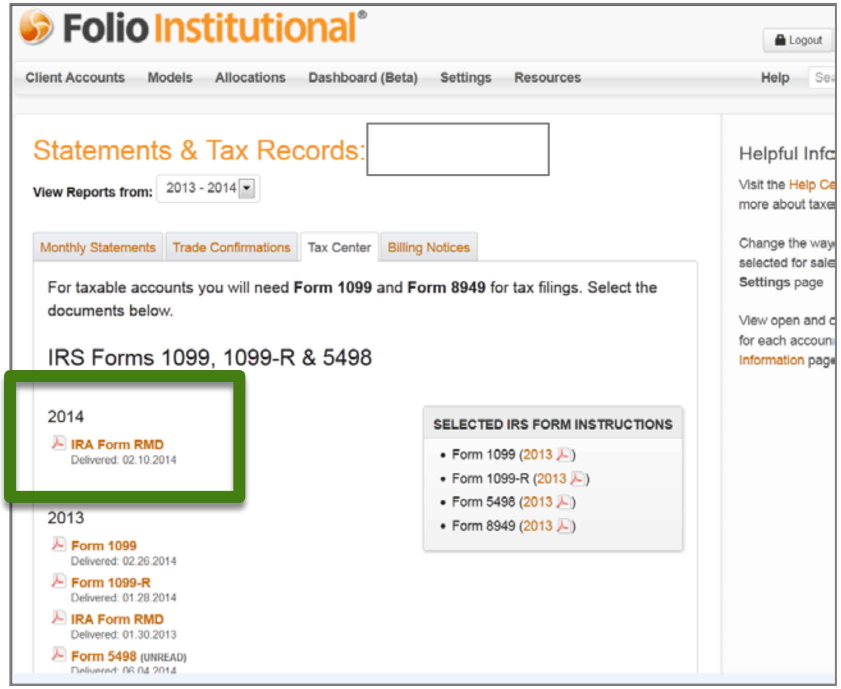
About Required Minimum Distributions

A Required Minimum Distribution (RMD) is the minimum amount your clients must withdraw from their retirement accounts after the age of 70 ½. Withdrawals must be made by **December 31** of each calendar year after the required beginning date.

Why should I think about this now?

Amidst year-end tax lot management stress, holiday frenzy and other year-end obligations, it is one less thing you have to worry about if you take care of this now.

Please advise your relevant clients and act now.



What kind of accounts do RMDs apply to?

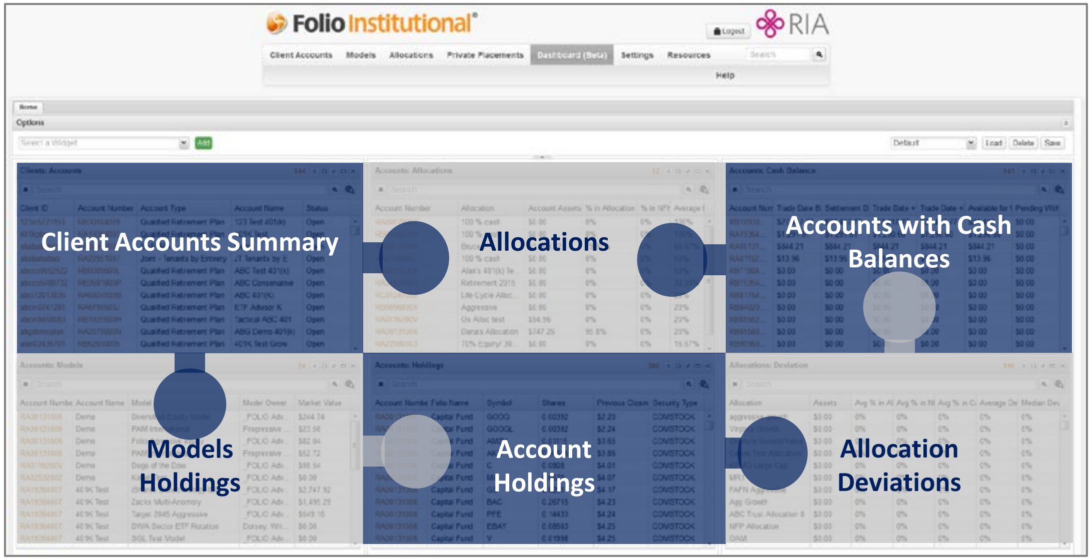
- Traditional IRAs
- SEP IRAs
- SIMPLE IRAs
- 401(k) plans
- 403(b) plans
- 457(b) plans
- Profit Sharing Plans
- Other Defined Contribution Plans

Advisor Dashboard

Folio Institutional's Advisor Dashboard

Designed to save time, simplify workflow, and provide information in ways that make it easier to manage your practice, grow your assets under management, and provide outstanding client service.

Advisor Dashboard gives you the ***flexibility and control*** to see only the information you want in your customizable layout.



Advisor Dashboard is currently in beta and will be available later this year.

If you would like to participate in usability groups or focus groups for future product or service releases, please send us a note in the chat box.

Folio Institutional

Private Placements

VIAFOLIO™

Presented by:

Blaine McLaughlin, Business Development
Folio Institutional

Folio's Private Placement Platform Is a Revolutionary New Offering with Benefits to Issuers, Investors and Advisors Alike

VIAFOLIO™

Issuers

Raise capital online in a very cost-efficient, simple and quick manner.

Get rapid feedback to better gauge market response.

Investors

Provides an opportunity to invest in multiple offerings at lower investment levels to further diversify.

Lowers cost to participate and provides transparency throughout the offering process.

Advisors

Provides streamlined access to an asset class that is generally not correlated with public securities.

Provides opportunities for clients that other platforms cannot offer.

Advisors must be able to invest in private securities and discuss them with clients

VIA FOLIO™ Brings the Offering Process Online to Support a Variety of Private Placements

- **Private securities can be listed, bought and sold online, automatically cleared, settled and custodied at Folio**

- **VIA FOLIO will support all types of companies looking to raise capital, such as:**
  - Private debt offerings
  - Equity in start-ups
  - Debt financing for non-profit socially motivated institutions
  - Bridge financing for companies doing acquisitions

- **Offerings from across all sectors will be available, including real estate, technology, consumer goods, healthcare and more.**

VIA FOLIO™ Provides Access to Private Placements and a Seamless Experience on Par with Public Securities

- **For you and your clients – *even if they do not currently have a Folio account on FolioInstitutional.com***
  - Private placement offerings can be made available to you and your clients, regardless of whether your client has an account on the Folio platform

- **Other intermediaries – broker-dealers, accountants, law firms – involved in capital raising**

- **Issuers and entrepreneurs who want to raise capital cost-effectively and more efficiently**

Please refer us to intermediaries or entrepreneurs who might find VIA FOLIO useful

Let us know if you'd like to schedule a private demo to learn how VIA FOLIO can benefit you and your clients

Folio Institutional

To learn more about private placements as they become available on the platform, please contact us.

We will gladly set up a demo to show you how the system works, and how you can take advantage of this new asset class to effectively serve your clients.

Blaine McLaughlin
Business Development
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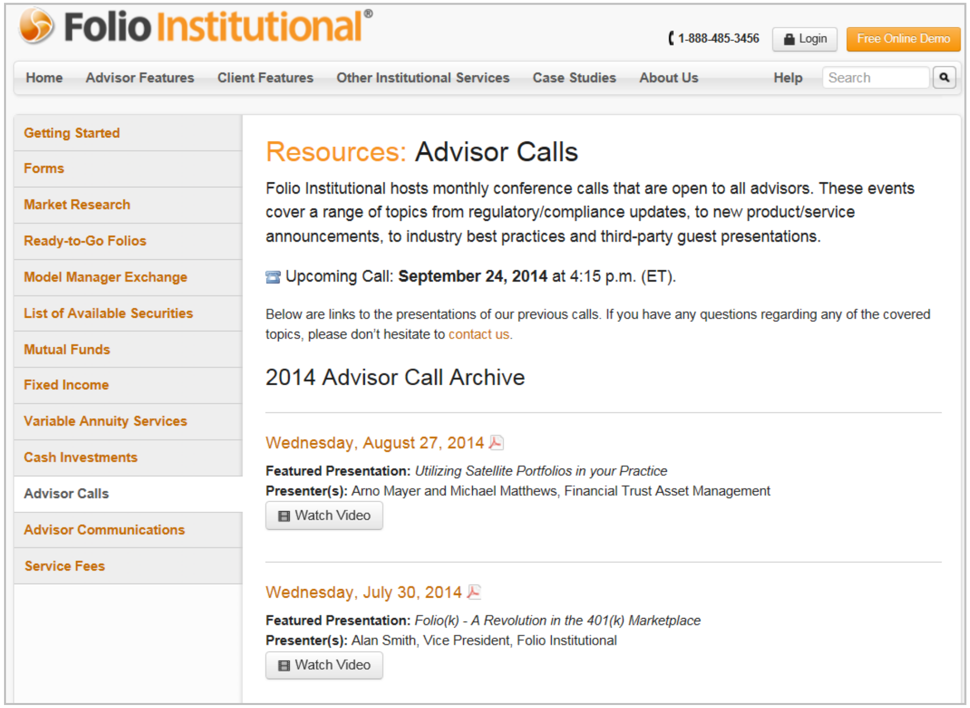
Easily Access Past Advisor Calls

- **Download past presentations directly from the Folio Institutional Resources Page**

- **Recording of this call will be available online on September 26, 2014.**



October Advisor Call - Preparing for Year End and Folio's Patented Tax Lot Management Tool

Wednesday, October 29, 2014 @ 4:15 PM ET

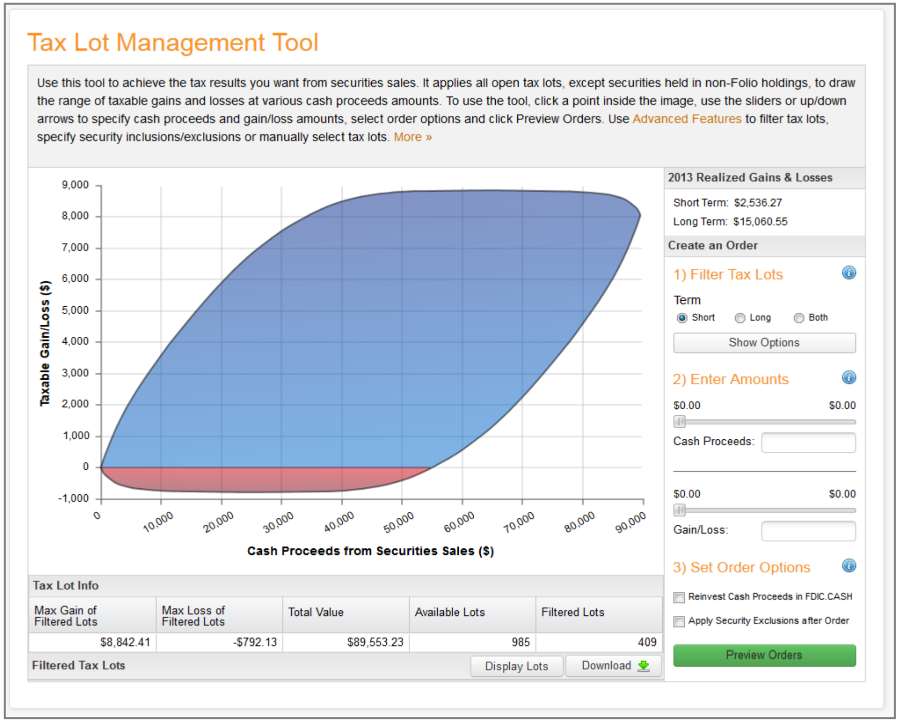
To invite additional team members, send us an email at Support@FolioInstitutional.com.

Preparing for Year End

The end of the year is fast approaching. Do you know everything that you need to do for your clients' accounts by December 31? We'll review the key activities you'll want to complete before year-end, along with important dates and deadlines that you'll want to keep handy.

Tax Lot Management Tool

Reinforce your value as an investment professional by providing a high level of tax management services for your clients. Learn more about Folio's **Tax Lot Management Tool**, which will help you analyze client portfolios and optimize the tax scenarios that are most beneficial for them.



Thank you for joining us.

Advisor Direct Line	1-888-230-5635	
Email	Support@FolioInstitutional.com	
Hours	Monday-Friday	7:00 a.m.– 12:00 AM ET
	Saturday-Sunday	8:00 a.m. – 4:00 PM ET

Folio Institutional **@FolioAdvisor**

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