

## Folio Institutional Solutions

### FINANCIAL TRUST ASSET MANAGEMENT CHARTERED

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#### The Challenge

For over twelve years, Financial Trust Asset Management Chartered has been offering clients quantitative equity portfolio management services. With approximately \$50 million in assets under management, Financial Trust offers 13 unique equity and fixed income quantitative strategies: Most rebalance quarterly and some, even monthly. Financial Trust's challenge to find a way to effectively rebalance portfolios with a scalable solution that would work for all clients.



#### Folio Institutional Made it Possible

*“Doing business with Folio Institutional is 10,000 times easier than with other providers because of its unique platform and services. Folio Institutional allows me to implement strategies for our clients with efficiency and scale. I can rebalance easily each quarter – even monthly.”*

**Arno O. Mayer** *President, CFA, CFP*

#### The Folio Institutional Solution

In 2001, Financial Trust began its partnership with Folio Institutional, and the results far exceeded expectations. As President Arno Mayer notes: “Doing business with Folio Institutional is 10,000 times easier than with other providers because of its unique platform and services. Folio Institutional allows me implement strategies for our clients with efficiency and scale. I can rebalance easily each quarter – even monthly.”

The services Folio Institutional provides are another great benefit to Mayer's business. “Folio Institutional provides performance reporting and deducts my management fees monthly, which really helps my practice,” Mayer states. “Also, I use the Folio Institutional Watch account to track all of my strategies in real time before introducing them to clients. Once a strategy has passed the initial testing, I invest my own capital to see actual results. Then, if I am pleased with the performance using the Folio Institutional platform, I can easily and quickly offer the new strategy to clients,” he concludes.

In the end, it's results that really count. Financial Trust's strategies deliver for clients. Informa Investment Solutions has awarded Financial Trust the "Top Gun" Award more than 50 times. The "Top Gun" Award is given to the top 10 managers in Informa's national database based on gross returns in various investment categories for specific time periods. "This remarkable performance wouldn't be possible if we didn't have the efficient rebalancing offered by Folio Institutional," states Mayer.

## New Business Opportunities

Folio Institutional helps Financial Trust's business grow in key ways. First, by real-time testing of new strategies. Second, by keeping rebalancing costs down. And most important, by providing a source for new business. "Folio Institutional introduced my practice to another client looking for new strategies to use in separately managed accounts," Mayer recalls. "The referral led to a new client for us, who is using five of our strategies." Mayer concludes: "Folio Institutional is a true partner when it comes to helping us grow."

## About Folio Institutional

FOLIO*fn* Investments, Inc. delivers innovative investment solutions to financial professionals and institutions through Folio Institutional.

At the core of all Folio Institutional products and services is our proprietary trading platform. This easy-to-use, web-based investing system enables users to customize portfolios of securities - called Folios - which they can buy or sell in a single transaction, and which financial institutions can easily make available to thousands of accounts.

Through our commitment to innovation, partnership and service Folio Institutional provides unique products and services that enable you to serve your clients better, operate more efficiently, and grow your business more quickly. Hundreds of investment firms currently use Folio Institutional platform, enabling them to offer some of the most innovative investment programs available today.

## What Can We Do For You?

At the core of Folio Institutional is our fully integrated, cost-effective, dedicated account management and trading platform designed for advisors like you. We provide the tools you need to take your practice to the next level.

To learn how we can work for you, or to schedule a no-obligation demonstration, please visit our website at [www.folioinstitutional.com](http://www.folioinstitutional.com) or call us at **888-485-3456**.



8180 Greensboro Drive  
8<sup>th</sup> Floor  
McLean, VA 22102  
[www.folioinstitutional.com](http://www.folioinstitutional.com)