personal
CAPITAL

CASE STUDY

How Personal Capital's partnership with MyVest helped build a digital RIA powerhouse

MYVEST

The Challenge

Seeing a need in the market for transparent, holistic investment advice paired with an engaging state-of-the-art user experience, the fintech pioneers at Personal Capital set out to create a next generation digital wealth management company.

They built their groundbreaking platform using best-of-breed technology for three foundational pillars – portfolio management, account aggregation, and CRM – which serve as the bedrock for their homegrown user experience.

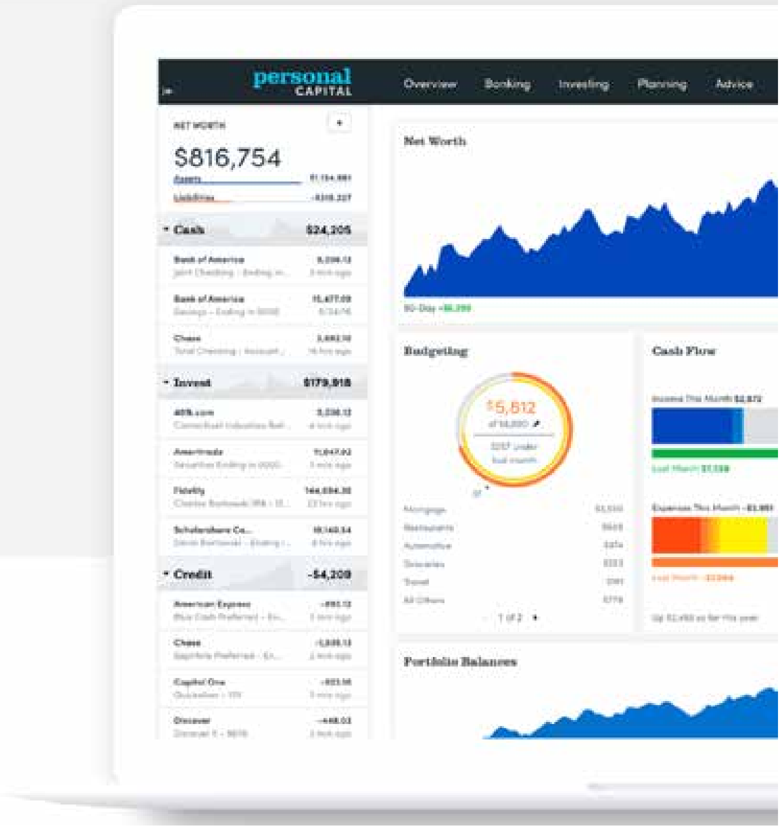
To do this, they needed a portfolio management system that allowed them to provide personalized portfolios at scale, while integrating with their own best-in-class technology.

Ideally they wanted more than a traditional technology vendor; they wanted a collaborative partner to help them develop, launch, and grow a unique advisory service not offered by any other RIA in the industry.

“MyVest has been a critical partner in helping us design and grow our unique solution.”

Jay Shah, CEO

personal CAPITAL



The Solution

Personal Capital chose MyVest's Strategic Portfolio System™ (SPS) as the portfolio management system for the delivery of personalized portfolios to their clients.

Personal Capital defines the investment policy and strategies upfront, and MyVest's automated portfolio management engine allows them to apply these strategies at scale.

Personalized portfolio delivery

SPS provides core features that allows Personal Capital's investment solutions to differentiate in the following ways:

- **Holistic multi-account portfolios**, composed of both taxable and tax-advantaged accounts.
- **Customization** reflecting tailored investment strategies, client-specific restrictions, tax circumstances, and recurring instructions.
- **Tax optimization** through asset location, tax-loss harvesting, smart gain deferral, and wash sale management.

Portfolio management & trading at scale

Increased efficiency through automation and an exception-based workflow allows Personal Capital to scale and leverage the expertise of the portfolio management and trading team.

- **Daily monitoring & alerting** performs nightly evaluation of each portfolio, highlighting exceptions for advisor attention.

- **Configurable rebalancer** generates trade order recommendations to ensure consistency with Personal Capital's parameters and clients' investment policies.
- **Trade order management tools** enable automatic order blocking and on-demand block release across the entire book of business.

API integration

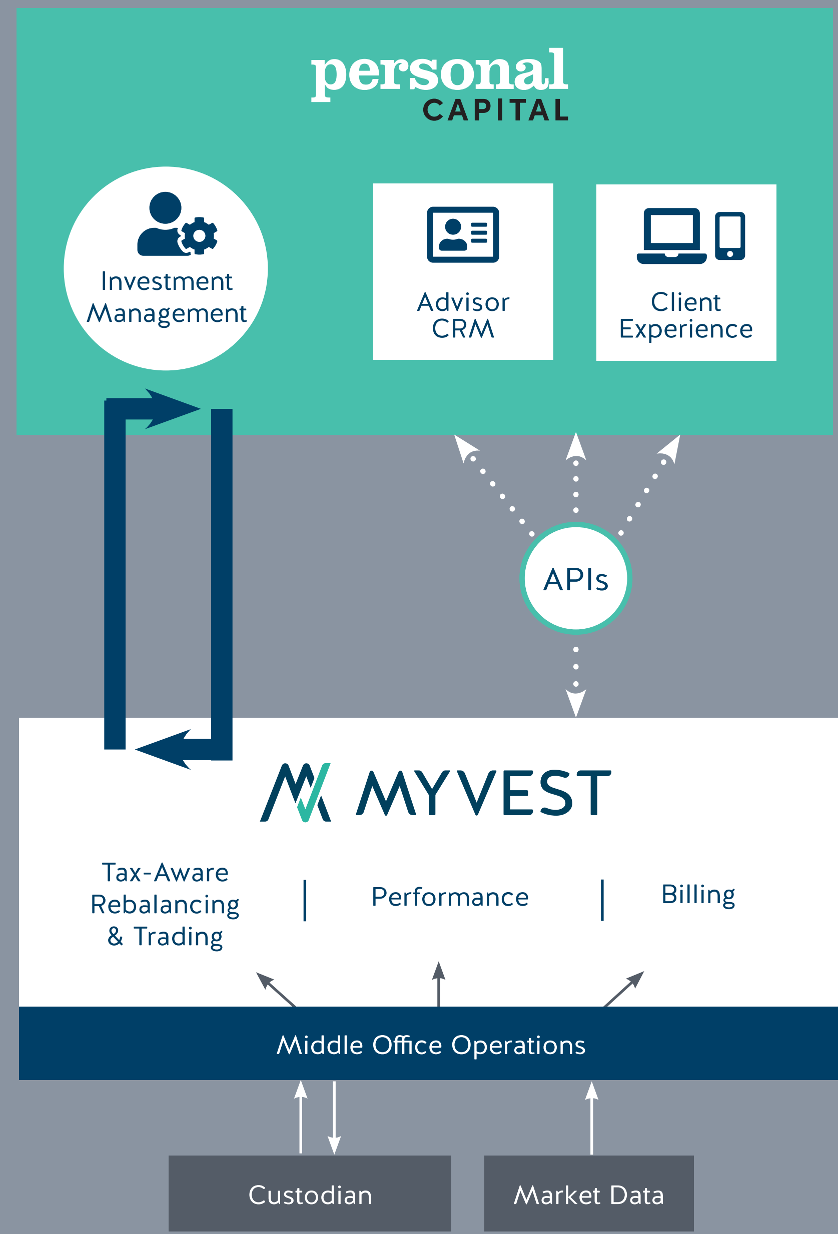
MyVest's API enables deep integration with Personal Capital's homegrown front-end.

- **Comprehensive API suite** makes SPS an integral element of Personal Capital's digital ecosystem, which includes client dashboards and onboarding, as well as CRM and account aggregation providers.
- **Custom cloud deployment** servers configured to fit Personal Capital's need for rapid scale and large volumes of safe data transfer.

Outsourced middle office operations

Personal Capital keeps the focus on clients and investment management by outsourcing operations to MyVest.

- **Automated reconciliation process dramatically improves efficiency** so a few people within MyVest's operations team accomplish the work of most firms' entire middle office team.
- **Accounts open and invested within one day** of the funds becoming available, compared to the 3-5 days more common in the industry.
- **Performance calculations** available the day after month-end, versus a typical one-week time frame.



$12+ Billion

Assets under management (as of January 2020)

200,000

Average daily API calls

3

Overlay managers strategically managing thousands of portfolios

Their Success

Personal Capital has created a truly differentiated high-tech, high-touch hybrid advice model by combining MyVest's technology with their industry-leading transparent and holistic user experience.

Personal Capital broke through an untapped entry point into the large RIA market and distinguished themselves among newer investment fintech companies by serving discerning investors with complex financial lives who have an average account size of well over $500k.

Building a strong consumer brand powered by a unique digital platform has helped them reach more than $12 billion in AUM (as of January 2020).

A key to the ongoing successful delivery of Personal Capital's holistic portfolios at scale has been the ongoing collaboration between MyVest and Personal Capital. Together they are continually enhancing the technology and operations to meet the evolving needs of advisors and investors.

About Us

MyVest builds enterprise wealth management technology for the digital age. Driven by a vision for client-centric advice, we empower firms to deliver personalized portfolios at scale.

A subsidiary of TIAA since 2016, we are headquartered in San Francisco with offices in Austin and Philadelphia.

What We Do

Our top engineering talent has created a scalable, configurable enterprise platform with an architecture engineered to foster client-centric wealth management throughout your organization.

Our full suite of capabilities includes:

Strategic Portfolio System™ (SPS): Enterprise wealth management platform for the digital age

Portfolio Management Suite: Leverage the core rebalancing & trading components of SPS

Middle Office Operations: Tech-driven middle office for dramatically increased efficiency and scale

Professional Services: Strategic partnership for the configuration, integration, and ongoing enhancements of your optimal platform

Talk to us about creating a custom-configured platform unique to your organizational needs

MYVEST

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