



**An integrated
performance reporting
and general ledger
technology...**

**finally empowers
families to make
better investment
decisions.**



Chirag Nanavati
Managing Director – Asset
Vantage



Robin Williams
Managing Director – Asset
Vantage





Post the 2008 global financial crisis wealth has increasingly become more complex and families are **forced to depend** on multiple sources to bring together a “**complete picture**” of their wealth.



Existing platforms are reporting *only* tools built for institutions & advisors.

They do not address the needs of families looking for the **complete picture.**



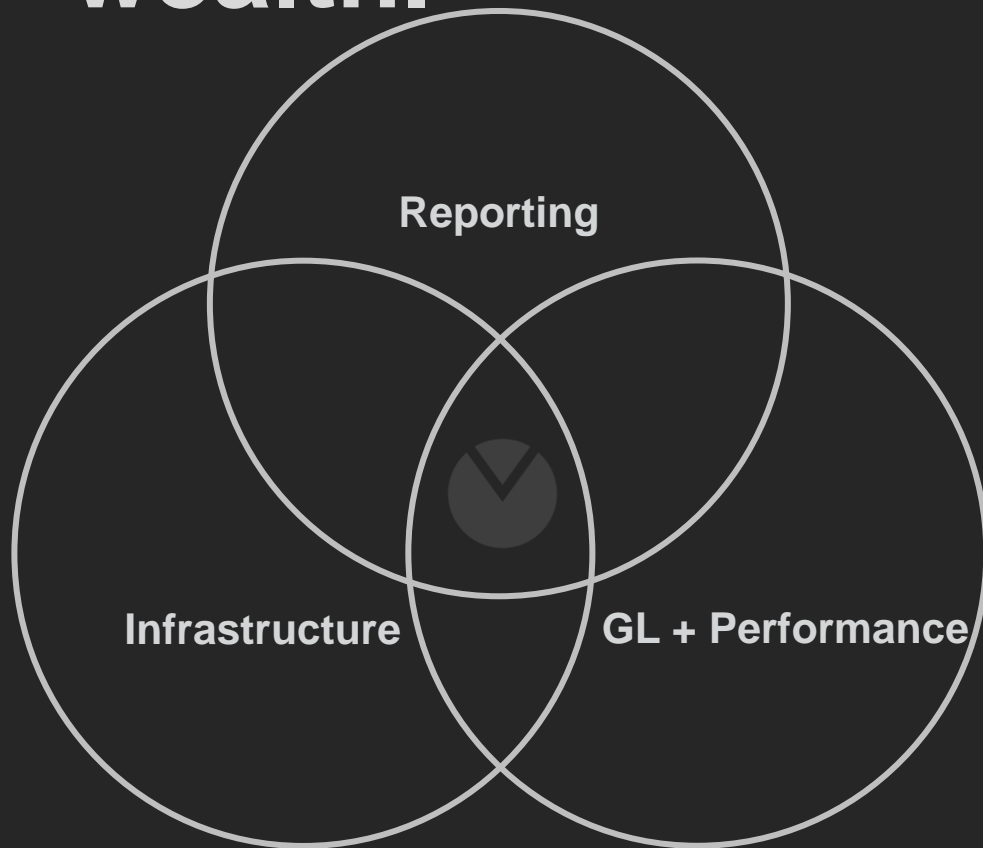
With Asset Vantage, see the **BIG PICTURE.**

The only easy-to-use, transparently priced family-office software that creates real-time views of all assets, liabilities, and cash flows by executing performance reporting inside the General Ledger.

The result: A single point of truth for a full and actionable picture of financial health.



The most complete platform to give **actionable insight** to families with complex wealth.



We **flex** the complex

Making it simpler for customers to focus on actionable insights.

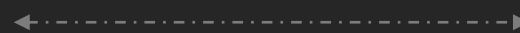


We help families with **complex wealth** run their family office like they would their business.



Direct

SFO
S



**Trusted
Advisor**

MFOs
CPAs
TRUST Cos
INSTITUTIONS

220 families

with \$50m to \$10b assets on platform

130 families

with \$20m to \$2b assets on platform

Globally Recognized



Forbes

“AV emerged as the only U.S.-based family office platform to offer panoramic investment reporting: a complete picture of family wealth enabled by investment tracking that is general-ledger based and transparently priced.”

- Family Office Technology Roundup 2020 and 2022



WP Awards



Awarded the most elegant solution for dual-entry accounting and aggregate performance reporting & Excellence in client service.

AV Acclaimed



**Empowering families and their trusted advisors
to make better investment decisions**

Highest Value

Listed by EY as the platform with the most coverage for the price amongst global Family Office platforms.

Global Ready

Easily configurable to deliver investment reporting on how the family sees their wealth.

Fastest Onboarding

Consistently delivering the fastest time to reporting of any Family Office platform with 8-12 weeks from sign-up to go-live.



AICPA SoC II certified

Security | Availability | Process integrity | Confidentiality | Privacy



With a **world-class** user interface.

Rich in functionality, our intuitive interface brings clarity to complex portfolios and speed to crucial decisions.

Configurable and flexible, our reporting suits what family members need.

“AV did an incredible job of understanding our problem, in our language. They said, “let’s solve it” and delivered the exact features we needed. With streamlined and automated processes, our multi-family office can now work with more

families.”
Family Principal, Multi Family Office (USA)

ASSET VANTAGE
Performance Reporting & General Ledger on Demand

Investment Search

AV Demo MENU

Report Book > Family Partnerships

Capital Partners w/ Partners
Capital Partners LP as on: 30-Sep-2021, Grouped by Entity and Strategy in USD

Capital Partners LP

Get a detailed look through as on any date into direct holdings and holdings held through partnerships with ownership share."

Jack Whitmore	32.48%	\$1,015,016.90	\$1,673,988.93	\$658,972.03	64.92%
Michael Whitmore	45.50%	\$1,422,181.84	\$2,345,494.59	\$923,312.75	64.92%
Susan Whitmore					
Total		\$3,125,468.10	\$5,154,592.98	\$2,029,124.88	64.92%

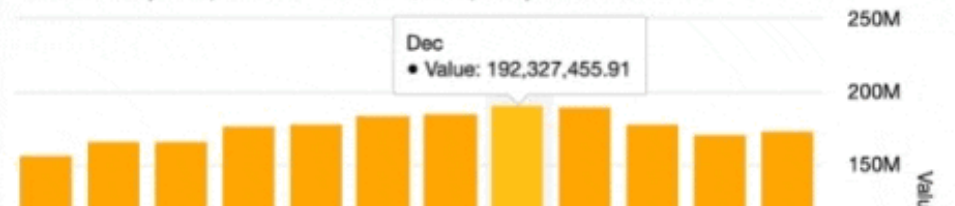
Net Worth Movement

Micheal Whitmore as on: 31-Dec-2022, Grouped by Asset-Class in USD



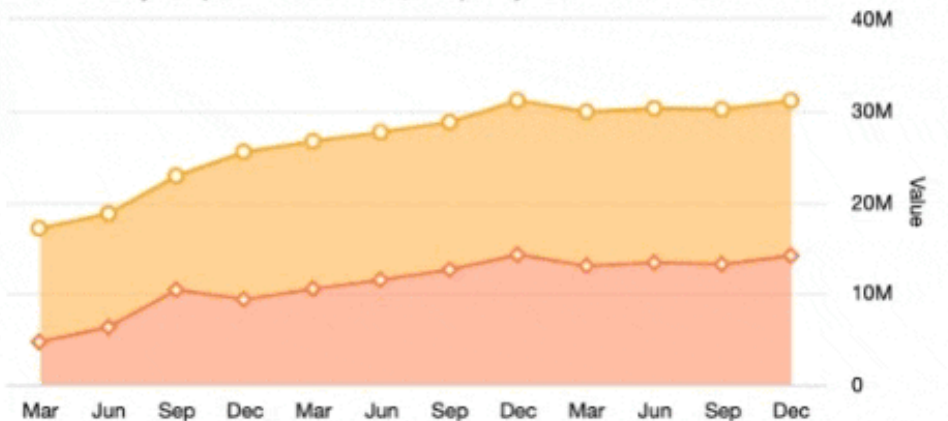
Family Net Worth Movement

Whitmore Family Group as on: 31-Dec-2022, Grouped by Asset-Class in USD

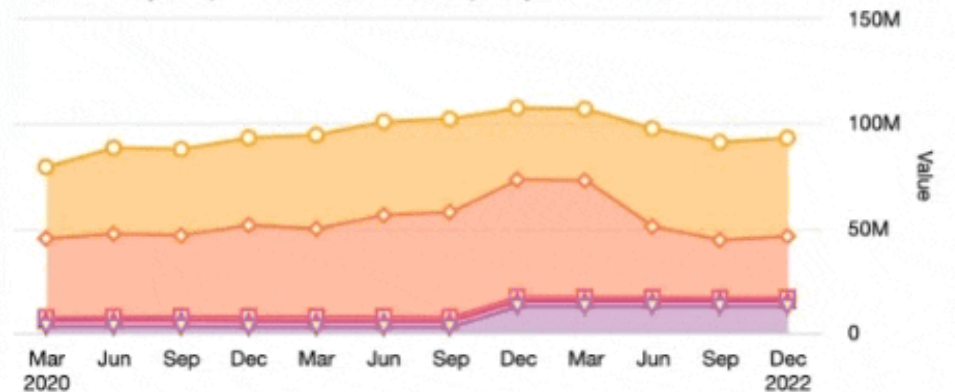


See net-worth movement over time

Whitmore Family Group as on: 31-Dec-2022, Grouped by Asset-Class in USD



Whitmore Family Group as on: 31-Dec-2022, Grouped by Asset-Class in USD



- Family Overview
- Family Ownership Structure
- Marketable Securities Analytics

Capital Flow by Asset Class - YTD

Whitmore Family Group From: 01-Jan-2022 To: 31-Dec-2022, Grouped by Asset-Class and Strategy in USD

01-Jan-2022 to 31-Dec-2022

	Opening Value	Contributions	Withdrawals	Net Gain/Loss	Closing Value
Alternatives	\$22,876,209.71	\$0.00	\$0.00	\$93,000.45	\$22,969,210.16

Capital movement with a look through into every account and holding

- Consolidated Asset Allocation
- Family Cash Balances
- Risk - Geo, Liquidity, Currency
- Family Real Estate
- Structured Products

Private Equity by Vintage

Whitmore Family Group as on: 31-Dec-2022, Grouped by Pre-set-Strategy and Vintage in USD

	Commitment (in Millions)	Unfunded Commitment (in Millions)	Amount Called (in Millions)	Amount Distributed (in Millions)	Recallable Capital (in Millions)	IRR %	DV/PI	TV/PI	Cost Basis (in Millions)	Tax Basis (in Millions)
Private Equity	\$48.39	\$25.41	\$23.06	\$1.57	\$0.08	6.36%	0.07	1.42	\$22.01	\$22.03
2018 to 2019	\$24.57	\$22.32	\$2.34	\$1.06	\$0.08	6.36%	0.45	1.43	\$1.81	\$1.83
2008 to 2009	\$10.10	\$0.09	\$10.01	\$0.00	\$0.00	5.65%	0.00	1.39	\$10.00	\$10.00
2016 to 2017	\$9.00	(\$0.02)	\$9.02	\$0.52	\$0.00	7.47%	0.06	1.49	\$8.50	\$8.50
2014 to 2015	\$4.00	\$2.81	\$1.19	\$0.00	\$0.00	4.56%	0.00	1.26	\$1.19	\$1.19

Family Overview

Family Ownership Structure

Marketable Securities Analytics

Investment Policy - Asset Class

Whitmore Family Group as on: 31-Dec-2022, Grouped by Asset-Class in USD

	Expected Allocation %	Actual Allocation %	Market Value (in Millions)	Expected Value (in Millions)	Delta Value (in Millions)	1 Year %
Cash	5.00%	<u>36.99%</u>	\$38.12	\$5.15	(\$32.97)	(0.92%)

Track movement of assets and performance with an Investment Mandate and Benchmarks

Consolidated Asset Allocation

Family Cash Balances

Risk - Geo, Liquidity, Currency

Family Real Estate

Structured Products

Strategic Themes

Whitmore Family Group as on: 31-Dec-2022, Grouped by Family Strategic Themes in USD

	Expected Allocation %	Actual Allocation %
Long Term Capital Apprecia...	65.00%	<u>74.38%</u>
Lifestyle	25.00%	<u>16.59%</u>
Emergency	10.00%	9.03%

Currency / Geo

Whitmore Family Group as on: 31-Dec-2022, Grouped by Currency in USD

	Expected Allocation %	Actual Allocation %
GBP	25.00%	<u>7.92%</u>
SGD	15.00%	<u>0.61%</u>
USD	60.00%	<u>91.47%</u>
Total		100.00%

Note: Underlined percentages are out of tolerance

Exportable into a branded report book



ASSET VANTAGE
Performance Reporting & General Ledger on Demand

© Asset Vantage



Empowering **Trusted Advisors** to UHNW families

Once fixated on, **What happened?**
Now focused on, **What's coming?**

UHNW principals don't wait for end-of-quarter to ask, "How am I doing?"
Overleveraged real estate doesn't wait for end-of-month to hemorrhage cash.
The need to harvest a loss to offset short-term capital gains doesn't wait for year-end.
Liquidity demands rarely defer to investment timing.

Less Manual Work Means Trusted Advisors like CPAs and Law Firms Can
Provide More Efficient, Less Costly, More Aesthetically Appealing, and
Timelier Reporting.

The Result: Deeper Engagement with More Clients



Most importantly, the wealth industry's first **transparently priced** SaaS model.

In an industry notorious for denying clients the ability to manage ownership costs in the long term, AV offers full transparent pricing.

“Working with Asset Vantage’s team is a delight. The people are extremely responsive and work hard to solve issues.”

Family Principal, Single Family Office (USA)



With **best-in-class** customer experience

Local and white-glove customer success teams augmented with best-in-class technology.

“Asset Vantage is not tied to a legacy platform, which makes it unique.”

I now have partnership accounting capability and can tag my investments with their geography in a user-friendly manner.”

Family Principal, Single Family Office (Midwest US)



Built **for** Family Offices **by** a Family Office & technology

group

AV was created by a family office to produce what it could not find elsewhere: a full and actionable view of its wealth.

“Because AV grasped our problem and delivered the features we needed, we can now work with more families.”

Principal, Multi Family office (USA)



AV Community



Financial Data
Integrations.

FAMILY OFFICE

4.0

Connect. Learn. Grow



For Family Office Professionals

AV Integrations Marketplace

Integrate into best in-class products

Open Rest APIs



- Bill pay
- Single sign-on
- Risk analytics
- CRM systems
- Document management
- Taxation
- Trust accounting
- Real estate management
- More..



Here's what **our clients** have to say
about us.



“ AV did an incredible job of understanding our problem, in our language. They said, “let’s solve it”



Rita Gatta

Principal

Tandem Wealth Advisors / Artemis Wealth
Multi-Family Office, USA





“ Working with AV’s team is a **delight**.
The people are extremely responsive
and work hard to solve issues.

Zatkoff



Justin Zatkoff

Principal

Zatkoff Holdings

Single Family Office, USA



// Because AV grasped our problem and delivered the features we needed, we can now work with more families.

Family Office Director
Multi-Family Office, Indianapolis



" AV's platform is the workhorse solution that **anchors** our family office.



Steven Lee
President
Hinkle Holdings Company
Single Family Office, USA



“ AV has **simplified** my SFO’s complex financial data with reporting the way I think about my assets.

Kelley Williams Jr.

Principal

Greenover Managers LLC

Single Family Office, USA



“ With AV’s **streamlined** and **automated processes**, our multi-family office can now work with more families”



Juaquin Arellano
Managing Director
Tectonic Advisors
Multi-Family Office, USA





FO Portfolio Management, Consolidated Reporting & Accounting Solutions **by Value**

Vendor and platform	Cost	Data management			Listed investments	Fund investments	Partnership accounting			Financial accounting		Reporting				Value for Money
		Custodial aggregation	Manager statements	Managed services	Marketable accounting	Illiquid accounting	Limited partner	General partner	Tax	General ledger	Accounts payable	Marketable portfolio	Illiquid portfolio	Entity look-through	Net worth	(#Features / Cost)
Asset Vantage	\$	X		X	X	X	X			X	X	X	X	X	X	11
Addepar	\$	X		X	X	X						X	X	X		7
Clearwater Analytics	\$	X			X	X				X		X	X	X		7
Eton Solutions AtlasFive	\$\$	X		X	X	X	X	X		X	X	X	X	X	X	6
FundCount	\$\$	X			X	X	X	X	X	X	X	X	X	X	X	6
Private Wealth Systems	\$	X			X	X						X	X	X		6
WealthSite	\$	X			X	X						X	X	X		6
Vista Equity Partners Allvue (fka Alta Return)	\$\$	X			X	X	X		X	X	X	X	X	X	X	6
Ledgex	\$\$	X			X	X	X		X		X	X	X	X	X	5
Citco Aexeo	\$\$\$	X		X	X	X	X	X	X	X	X	X	X	X	X	4
SS&C Private Capital (fka Total Return	\$\$\$	X		X	X	X	X	X	X	X	X	X	X	X	X	4
SEI Archway Family Office Services (fka ATWeb)	\$\$\$	X		X	X	X	X	X	X	X	X	X	X	X	X	4
Fi-Tek RockIT	\$\$\$	X		X	X	X	X		X	X	X	X	X	X	X	4
SRL Global Nexus	\$\$\$	X		X	X	X	X	X	X			X	X	X	X	4
Mastro	\$\$		X		X	X						X	X	X	X	4
Burgiss Caissa	\$\$	X		X	X	X						X	X			3
Nasdaq Solovis	\$\$	X			X	X						X	X	X		3
SS&C Advent APX	\$	X			X							X				3
SS&C Advent Black Diamond	\$	X			X							X				3
Northern Trust Wealth Passport	\$\$\$	X			X	X						X	X	X		2
SS&C Advent Geneva	\$\$\$	X			X	X	X					X	X			2

Features and cost are sourced from EY Family office technology trends and insights Report



Thank you

Physical copies of the Family Office Handbook and AV Solution Summary are available for pickup with #TeamAV throughout the event venue.