

2023 AMERICA'S BEST TAMPs



ASSETMARK®

AssetMark • 1655 Grant Street, 10th Floor, Concord, CA 94520 • www.assetmark.com



ASSETMARK Michael Kim Chief Executive Officer

In 2022, we continued our evolution from a traditional TAMP to a full-service wealth management platform. AssetMark is oriented around what advisors need to deliver better investor outcomes and to successfully grow their businesses.

We currently serve more advisors and investors than ever before, supporting over 8,700 advisors who serve nearly 225,000 investor households. We achieved record financial and operational results and matched our all-time high in our annual Net Promoter Score. As advisors continue to seek flexibility in their business models, we announced the acquisition of Adhesion Wealth to complement our end-to-end outsourcing offering with modular solutions for those who prefer to do some or all components of advice delivery themselves. We continued to optimize our digital ecosystem to provide advisors with a differentiated experience that champions client engagement and drives efficiency from prospecting and financial planning to ongoing servicing and administration. To further enable our advisors to serve diverse clients across the wealth spectrum, we expanded our investment platform to include enhanced income planning capabilities, personalized investment solutions such as individually managed accounts, ESG and tax transition services. We also offer personalized consulting services designed to maximize business growth, profitability and client satisfaction.

As a modern TAMP, **AssetMark** is redefining the independent advisor experience through an ecosystem of solutions that offer choice, flexibility, and autonomy. We pair our deep expertise and hands-on service with innovative, portable technology and adaptable investment options to drive transformational value for advisors across all aspects of their business.

Our solutions are purpose-built to support each advisor's unique goals – whether that's to grow their practice, build closer relationships with their clients, or drive efficiency. When an advisor chooses to work with AssetMark, their independence is paramount, but they are never alone.

Financial advisors are under tremendous pressure to meet increasing client expectations, manage their businesses, and stay compliant in an evolving regulatory landscape.

As your business has grown, so too have demands on your time. Take that time back by outsourcing the work that's secondary to your core competency.

Focus on your clients, on growing your business further, on perfecting your service specialty—let AssetMark support your efforts to grow by taking back-office tasks off your shoulders.

We are an extension of your team, equally committed to serving your clients' best interest, and you are part of a community of thousands of likeminded advisors.

For more than 25 years, AssetMark has focused on offering the solutions and services that help independent financial advisors grow.

New business contact:

Norman Pia
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Phone: (800) 664-5345
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Brand of program: N/A

Type of program: TAMP, Mutual Fund Wrap, ETF Wrap, traditional and custom SMA, custom IMA, financial planning

Total assets in program: \$79.4 billion as of 9/30/2022

Year program began: 1994

Managers on platform vetted: Yes

Managers GIPS® compliant: Yes (Most)

Type of products available: Advisor-directed UMA/UMH, Mutual Fund Wrap, ETF Models, SMAs, ESG

Program uses platform to track reporting of client holdings: Yes

Program is compatible for: Independent advisors at broker-dealers with selling agreements with AssetMark, hybrid RIAs or

RIAs.

Program optimized for tax and trading efficiency: Yes

Sleeve-level reporting: Yes

Program links to a trade execution or order management system: Yes

Program links to a trust accounting system: Yes

Private branding or white labeling possible: Yes

Proposal generator: Yes

Generates investment policy statements: Yes

Asset allocation methodologies: Core, tactical and diversifying strategies

Rebalancing: Yes

Aggregation of held-away accounts: No

Custodians supported: AssetMark Trust, Pershing, Fidelity, FIWS, TDAI

Marketing support offered: White label and co-branded materials through online resource, tailored practice management programs