PARAMETRIC
Custom to the core

Better together

Custom Equity and Fixed Income SMAs

Solutions as **unique as your clients**

It can take a long time to develop a personalized solution for a client. That's why advisors have turned to Custom Core® for nearly 30 years. We make separately managed accounts (SMAs) simple and scalable, allowing you to demonstrate your value, deepen your client conversations, and grow your business.

Why Custom Core?

A more powerful way to scale your practice

Low account minimums, seamless transitions, and extensive customization options help you grow your business with both new and existing clients.

Innovative, actionable ideas made accessible

High-impact solutions help you deliver easy-to-understand value to your clients.

Rock-solid technology that's earned the industry's trust

Proprietary technology and client-ready reporting tools help make your job easier.

Expertise you know. Assets you need.

Clarity

Transparent, rules-based methodologies, so you'll always understand the analysis behind the investments

Control

Portfolios you can tailor to meet just about any passive mandate, in a way that helps you scale your advisory practice

Confidence

Robust technology, in-depth reporting, and human expertise, with open access to our senior investment strategists

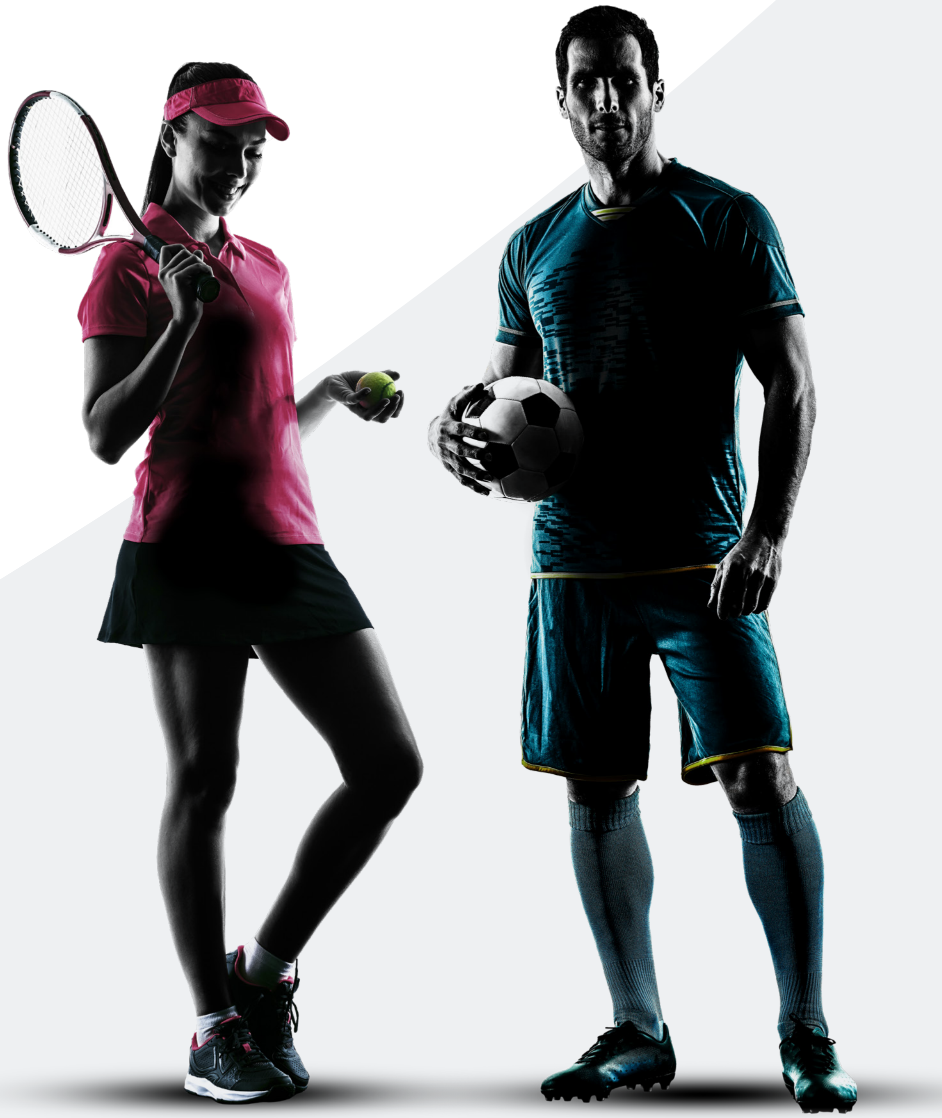
Not just equities—fixed income too

You can now create a more individualized investment experience than ever with Custom Core Fixed Income. We're bringing all the benefits of our equity SMAs to the investment-grade bond market, giving investors their fixed income allocation, their way.

Why choose an SMA over an ETF?

An ETF holds almost every name in its specified index at their predefined weights. An SMA offers greater freedom around which names to hold and how much, giving an investor full control over the underlying securities. This flexibility helps your clients do things that aren't possible with an ETF, such as:

- » Defer tax gains
- » Manage tax losses
- » Apply responsible investing principles
- » Transition existing securities
- » Make tax-efficient cash withdrawals
- » Gift individual securities



How Custom Core works

Help your clients create a benchmark all their own.

Adjust exposures and styles with factors, tax management, ESG, and more.

We're there for you at all stages with research, reporting, and ongoing analysis.

Custom Core by the numbers

$116B+
in customized equity portfolio AUM

$48B+
in customized fixed income portfolio AUM

131
client-service professionals

17
researchers

47
traders

114
portfolio managers

As of 9/30/2020

Custom Core Equity

Our Custom Core Equity SMAs deliver the consistent performance and diversification of index-based vehicles in a flexible, personalized portfolio.

Begin with one of more than 50 domestic, international, and global equity benchmarks or a client-selected blend of benchmarks. Your clients can customize the benchmark based on one or more factors such as yield, value, quality, momentum, volatility, profitability, and size. Our proprietary optimization process continuously manages the portfolio for both risk and tax-management opportunities.

We seek 1% to 2% in annual after-tax excess returns.

Custom Core Fixed Income

Use a liquid and transparent Custom Core Fixed Income portfolio for your clients' core fixed income holdings.

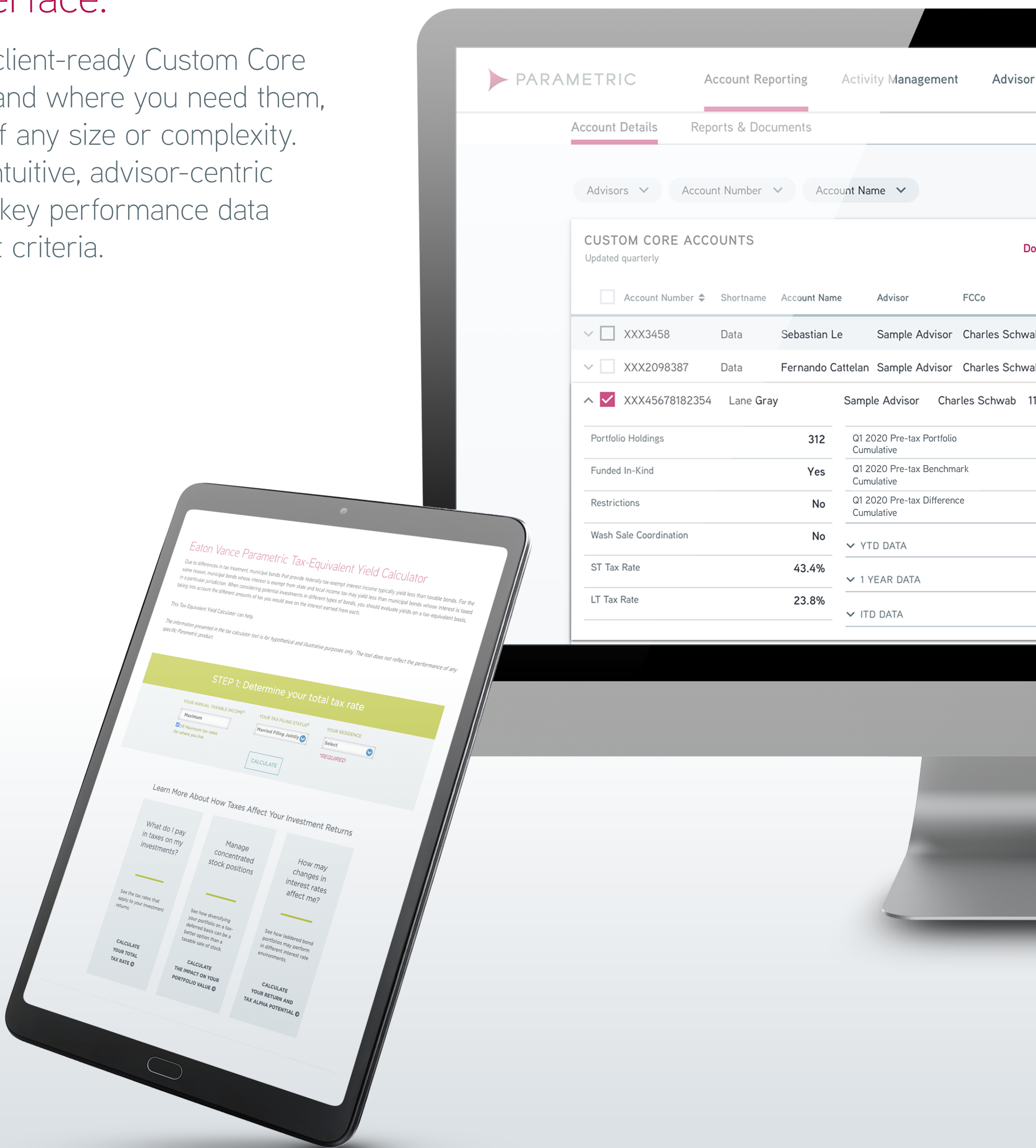
Begin with one of our licensed investment-grade corporate, government/credit, or broad-market US bond benchmarks. Your clients can customize the benchmark based on maturity, quality, sector, and industry. Our dedicated fixed income team will continuously manage the portfolio for liquidity, risk, and tax-management opportunities.

We seek to maintain less than 0.25% tracking error while enhancing after-tax excess return by 0.2% to 0.3%.

Client communication made easy

Robust data.
Actionable insights.
Simple interface.

Get access to client-ready Custom Core reports when and where you need them, for portfolios of any size or complexity. You'll find an intuitive, advisor-centric way to display key performance data and investment criteria.



An emphasis on after-tax reporting

Taxes can be a larger drag on performance than fees or trading costs. That's why we think it's important to be transparent about after-tax performance. Our reporting helps you tell that story, increasing the value you can offer your tax-sensitive clients.

Client-ready tools and calculators

From our Interest Rate Scenario Tool, which helps you explore how municipal and corporate bond portfolios perform in different rate environments, to our Concentrated Stock Position Calculator, discover resources to help you extend your client conversations.

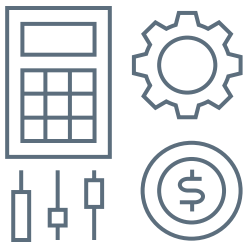
Custom Core Equity tools

Our cutting-edge advisor tools help you quickly illustrate portfolio ideas and share performance metrics with your clients.

» Benchmark Builder
» Custody Fee Calculator
» ESG Screen Analyzer
» Transition Analysis Explorer
» Portfolio Lab
» Tax Alpha Simulator

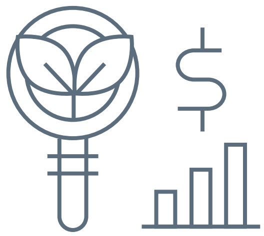
Benefits across the board

Whether your clients choose equity, fixed income, or both, they'll get the best of what Custom Core has to offer:



Tax management

We help your clients harvest tax losses, defer gains, avoid wash sales, manage holding periods, and identify ideal tax lots for trading—and we do it all year round.



Responsible investing

With research support from our partners at Calvert, we construct portfolios tailored to your clients' ESG principles.

Transition analysis

After assessing your clients' current portfolios for fit with their selected benchmark, we can transition their securities with tax-efficient rebalancing.

Reporting

We keep you informed with monthly client reports and ad hoc advisor reports, with full transparency on all positions and trades.

Want to reach the next level?

An option overlay may help enhance total returns and reduce volatility without adjusting portfolio holdings or allocations. Ask your Parametric representative about our DeltaShift strategy.