

WEALTH MANAGEMENT SOLUTIONS

For financial services firms working to address the needs of their sophisticated clients, Prima Capital provides a wide range of research, advisory, technology, and investment solutions to help. From data management to multi-manager portfolios, Prima Capital has the flexibility to deliver a solution for any wealth management program.

DATA AND
TECHNOLOGY

RESEARCH AND
DUE DILIGENCE

ADVICE AND
MONITORING

MODELING
AND PORTFOLIO
CONSTRUCTION

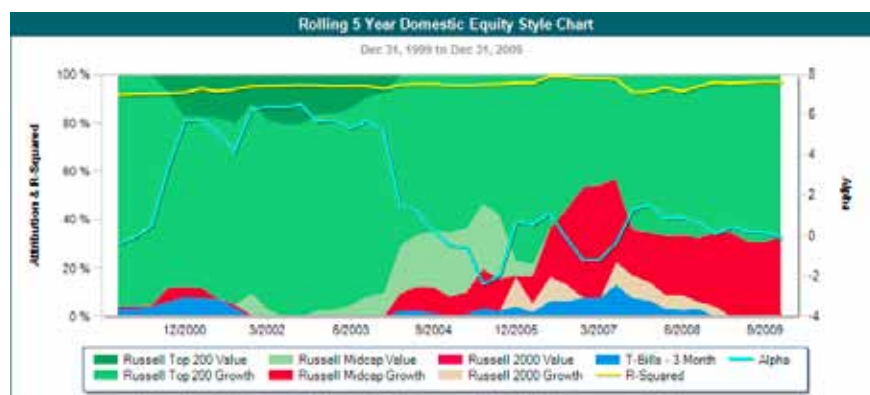
DATA AND TECHNOLOGY

Prima Capital's technology delivers custom research applications (PrimaGuide® and Prima AllocationGuide™) directly to the desktop of an analyst or an advisor, providing instant online access to accurate research information and useful toolsets, in addition to proposal generation capabilities. Customized Prima Capital toolsets include search engines, product comparisons, simulations, and manager alerts. Prima Capital collects, scrubs, and verifies separately managed account and alternative investment data directly from asset managers. Clients can also select products from the entire mutual fund and ETF universes.

RESEARCH AND DUE DILIGENCE

Prima Capital's experience and understanding of the investment needs and tax concerns of wealthy investors leads to more useful advice for sponsors and advisors. Prima Capital's objective, structured, and disciplined process includes:

- Quantitative research, including performance metrics, benchmark analysis, risk/reward analysis, holdings-based, and returns-based style analytics, and
- Qualitative research, including firm quality, depth of resources, investment process, level of client service and customization, tax efficiency, on-site due diligence, and quality of personnel.



Sample returns-based style analysis output from PrimaGuide.



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ADVICE AND MONITORING

As an independent provider of research and advisory services, Prima Capital can evaluate existing strategies and programs and make specific product recommendations. Prima Capital evaluates, selects, and monitors investment managers using a multi-factor process that includes:

- Establishing investment mandates
- Defining watch, hold, and terminate protocol
- Detailed quarterly review
- Intra-quarter product updates and monitoring
- Regular on-site due diligence visits
- Negotiate product fees and minimums with managers

ASSET ALLOCATION MODELING AND PORTFOLIO CONSTRUCTION

By combining its proprietary capital market assumptions, sophisticated portfolio construction methodology, Prima Capital enables our clients to provide:

- Broad, true global diversification
- Best-of-breed portfolios representing multiple investment types
- Open architecture platform

STRENGTHEN YOUR WEALTH MANAGEMENT PROGRAM

Financial services firms, individual advisors, and investors alike profit from Prima Capital's customized solutions and scalable services.

Greater efficiencies

Prima Capital's customizable research solutions help leverage internal consulting resources to improve efficiencies and garner long-term cost savings.

Improved oversight

Prima Capital's research is properly documented and consistently applied on an on-going basis. This framework can help ensure sound investment processes, due diligence, and supervision.

Increased productivity

Prima Capital's technology leverages existing analytical and IT resources and eliminates redundant data feeds.

Empowered advisors

Prima Capital's custom web application provides instant online access to deep research, manager evaluations, timely updates and alerts, and insightful presentation tools.