



AV Overview

2021-22

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

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



An integrated performance reporting
and general ledger technology

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



Why families with complex wealth **love AV.**



A complete view of family wealth



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

DATA

■ AV Intelligent Feeds

Custodial data

- > Through partners
- > Advisory statements

KNOWLEDGE

■ AV GL + Performance

All Asset Classes
Fully integrated GL
Partnership Accounting
Multi-currency
Performance Reporting
Document Vault
Private Cloud

WISDOM

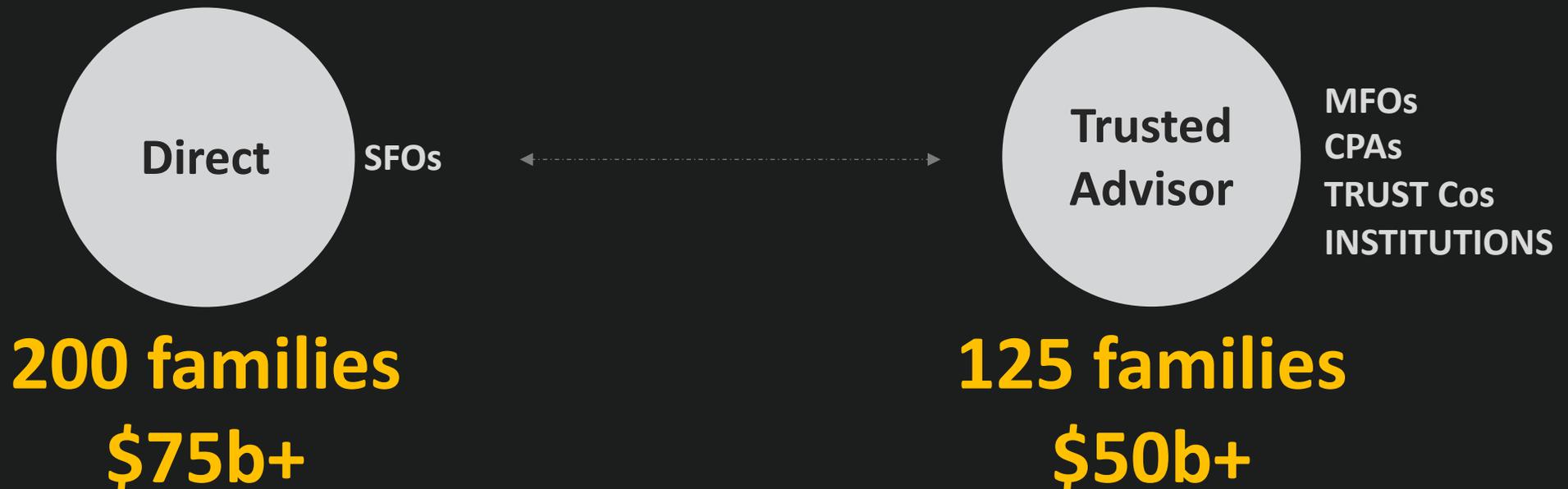
■ AV Community

Family Office 4.0
AIP best practices



■ AV GL + Performance

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





■ AV GL + Performance

By doing performance reporting **inside** the general ledger.

Because reporting outside the GL creates a misleading view of net worth.

325+

families with complex wealth trust AV for their performance reporting and general ledger platform.



■ AV GL + Performance

Our **accounting and reporting**
platform leaves no asset behind.

We create actionable views of family wealth
across all asset classes, liquid and illiquid..

\$125 b+

assets accounted



■ AV GL + Performance

With **full** partnership accounting.

Powerful accounting, allocations, and look-through reporting to simplify management of complex partnership structures.

46%

of family office portfolios is dedicated to alternatives including private equity, hedge funds and real estate.



■ AV GL + Performance

We provide multi-currency reporting, informed by **global** data feeds.

Every investment is denominated in both the currency it is traded in and its value when converted.

30+

global exchanges & currencies.



■ AV GL + Performance

We offer a **choice** of global data hosting.

Because privacy is everything.

powered by **aws**


In partnership with global AWS centers.

WHY FAMILIES LOVE AV



■ AV GL + Performance

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

REPORTING



General Ledger Reporting



IPS / Risk Management



Browser Application



Investment Analytics



Reporting Book



Alerts & Notification



Reconciliation



Mobile App

GL + PERFORMANCE ENGINES



General Ledger Accounting



Performance Computations



Entities & Groups



Multiple Asset Classes



Partnership Accounting



Tax Lot Engine



Multi-currency



Workflows

INFRASTRUCTURE



Hosted Fully Managed Servers & App



Security & Privacy User Profiles



Market Data Feeds



API Based Feeds



Document Vault



Encrypted Database

WHY FAMILIES LOVE AV



AV GL + Performance

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.



ASSET VANTAGE
Performance Reporting & General Ledger on Demand

Transactions > Bank Reconciliation

Transaction Date	Cleared Date
Dec-31-2009	Dec-31-2009
Apr-03-2012	Apr-03-2012
Jul-03-2012	Jul-03-2012
Oct-03-2012	Oct-03-2012
Jan-03-2013	Jan-03-2013
Apr-03-2013	Apr-03-2013
Jul-03-2013	Jul-03-2013

Family Entity wise Holdings
E Whitmore Group as on: May-31-2021, Grouped by Entity and Strategy in USD

Entity	Allocation %
E Michael Whitmore	52.19%
Susan Whitmore	31.60%
Jack Whitmore	11.72%
Vox Investments LLP	3.30%

Performance
E Michael Whitmore as on: May-31-2021, Grouped by Asset-Class and Strategy in ...

Asset Class	Allocation %
Equity	30.9%
Real Estate	18.5%
Alternatives	17.3%
Cash	14.9%
Fixed Income	9.3%
Taxable Fixed Income	3.4%
Private Assets	2.9%
International Equity	2.6%
Personal Assets	0.0%

Geography
E Whitmore Group as on: May-31-2021, Grouped by Geography and Strategy in USD

Geography	Allocation %
United States	88.33%
United Kingdom	9.71%
India	0.97%
Germany	0.99%

Cash Balances
E Michael Whitmore as on: May-31-2021, Grouped by Account and Asset-Class in ...

Account	Allocation %	IRR %
Art Account (xx12) USD	0.07%	4.85%
BANK OF AMERICA (xx555) USD	95.66%	0.14%
Bank of America - New York (128012423531...)	2.94%	0.55%
Barclays (xxxx 3443) USD	0.47%	0.00%
Cash on Hand (123) USD	0.05%	0.00%
Fidelity xx2224 (xxxx2224) USD	0.32%	0.00%
HSBC Bank (xxxx2719) USD	0.20%	0.00%
JP Morgan Chase (xxxx9911) USD	0.30%	0.00%
Total	100.00%	0.13%

ASSETS

- Current Assets
 - Rent Receivable
 - Life Insurance Cash Value
 - Receivables
 - Taxes Receivable
 - Interest Receivable
 - Dividend Receivable
 - Payor
 - Transfer Clearing
 - Short-Term Loans
 - Other Current Assets
- Long-Term Investments
 - Private Equity
 - Long-Term Receivables
 - Marketable Investments

LIABILITIES

- EQUITY
- Equity

TOTAL EQUITY + LIABILITIES

WHY FAMILIES LOVE AV



■ AV GL + Performance

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.

The screenshot displays the Asset Vantage website's subscription page. At the top, the logo and navigation links (Markets, Solutions, Company, AIP@Drexel, Buy AV, SPEAK TO US) are visible. The main heading is "Start your AV subscription now". Below this, there are tabs for "Monthly Trial", "10 Entities annual subscription", "20 Entities annual subscription", "30 Entities annual subscription", "40 Entities annual subscription", and "51+ Entities annual subscription". The "Monthly Trial" tab is selected. The main content area is a table with three columns: "Essential", "Pro", and "Prime". The "Essential" column is highlighted in pink. The "Prime" column is labeled "Fully Managed Reporting Services". The table lists the price per month, billing frequency, and number of entities for each plan. Below the table, there are four rows of features: "Asset Classes", "Performance Reporting", "Risk Analytics", and "General Ledger". Each row shows the feature level for the three plans. A "Get Started" button is present under each plan. An information icon is located in the bottom right corner of the screenshot.

	Essential	Pro	Prime
Choose the AV product suitable for you	\$499 USD /month Billed monthly 2 Entities	\$999 USD /month Billed monthly 4 Entities	\$1,299 USD /month Billed monthly 2 Entities
+ Asset Classes	Investable + Private	Investable + Private	Investable + Private
+ Performance Reporting	Core	Enhanced	Enhanced
+ Risk Analytics		AV Risk Insights	AV Risk Insights
+ General Ledger	Core	Enhanced	Enhanced

WHY FAMILIES LOVE AV



■ AV GL + Performance

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. This has simplified my SFO’s complex financial data with customization as per my needs. Working with Asset Vantage’s team is a delight. The people are extremely responsive and work hard to solve issues.” – May 2020

Family Principal, Single Family Office (Midwest US)



■ AV Community

Building the **single largest**
tightly knit community
for global U-HNWs.

Know a lot more than the complete picture
of family wealth.

FAMILY OFFICE
4.0

The definitive guide to
creating and operating a
world-class family office.

AIP ANALYZING
INVESTMENT
PERFORMANCE
For Family Office Professionals

A program for family office
professionals by the industry's best.

Wealth
DX

Financial Data
Integrations.



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FAMILY OFFICE
4.0

AiP ANALYZING INVESTMENT PERFORMANCE
For Family Office Professionals

FAMILY OFFICE 4.0 Family Office Handbook Education Insights Technology [GET THE HANDBOOK](#)

Welcome to Family Office 4.0 - the most comprehensive resource for best practices, novel insights & continuing education.

A revolution in investment visibility

AIP ANALYZING INVESTMENT PERFORMANCE

DRESEL UNIVERSITY
LeBow
College of Business

A program for family office professionals by the industry's best

Analyzing Investment Performance (AIP) is a program developed in accordance with AICPA guidelines and delivered by accomplished faculty from Drexel University, LeBow College of Business. The course qualifies for upto 15 CPE credits.*

CFOs, CPAs, and professionals from leading SFOs and MFOs attended the Winter 2019 course. By learning best practices in family office accounting and investment reporting, these professionals have increased their value manifold to their family offices. Limited seats for personalized learning and sharing environment. **Interact with industry experts and international peers over high quality coursework blended with live use cases on the AiP platform.**

Register Now

Powered by **ASSET VANTAGE** www.assetvantage.com/aip

This fall, we are bringing the AIP program to you **digitally** on the 13th & 18th September 2020

PLACE
Virtual interactive sessions

CPE CREDITS
upto 15 CPE credits*

Register before 9th August 2020 for a discount.

EARLY BIRD PRICE
\$2,999 - \$599

*subject to change

Family Office Handbook
The road to financial freedom

Powered by **ASSET VANTAGE**

The Patriarch's Promise Evolves
Children, contrary to all that will be seen, ... The patriarchs promise to the next...

Disparity: Good Drama, Bad Succession
Disparity: It makes rich richer, but poor family office management. Think smart succession, instead of litigation.

Being Batman's Batman!
Family Office Professionals, What's the Next Best Thing to Being Batman? ... Being Batman's Batman? ...

Evermore can have a Family Office
That being happy you've dreamed of building? Dream no more. While family offices...

Could ESG stand for 'Expect Sustainable Growth'?
Your goals are distinctive. Your Family Office should be, too.



■ AV Community

Building the **single largest** tightly knit community for global U-HNWs.

Know a lot more than the complete picture of family wealth.



Financial Data Integrations.

> AV Integrations Marketplace

Integrate into global best in-class products

- Bill Pay
- Risk Analytics
- CRM systems
- Document Management
- Taxation
- Trust Accounting
- Real Estate Management
- More..

Open Rest APIs





AV ACCLAIMED

AV was crowned Best-in Accounting Technology at the FWR Awards 2020, WP Readers' Choice Awards for Service Provider of the Year 2020 & named to Forbes Family Office Software Roundup 2020.



**Forbes Family Office
Software Roundup 2020**



**Best-in Accounting
Technology**



**Service Provider of
the Year 2020**



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, US MFO



Imagine the possibilities...