

## **The New Managed Account *Solutions* Handbook: Using Managed Account Solutions to Build Your Financial Advisory Practice,**

is the definitive reference guide for wealth managers who want to expand their financial advisory practices, attract high-net-worth clients and establish recurring revenue streams. Endorsed by the Money Management Institute, the national organization representing the managed account solutions industry, [\*\*The New Managed Account \*Solutions\* Handbook\*\*](#) is a training manual for advisors who are just beginning to understand the way managed account solutions can help them build their businesses and better serve their clients, and a reference tool for established advisors seeking ways to more effectively implement managed account solutions as they attract wealthier clients with more complex financial management needs.

Newly revised and updated, [\*\*The New Managed Account \*Solutions\* Handbook\*\*](#) has been expanded to include chapters on the evolutionary and revolutionary growth of unified managed accounts, a platform that enables the wealth manager to incorporate mutual funds, stocks, bonds, exchange-traded funds and other instruments in a single client account; mutual fund wrap accounts, which enable the advisor to harness the potential of multiple mutual funds in a unified portfolio; and alternative investments, which allow the advisor to achieve greater returns by moving beyond the traditional mix of stocks and bonds.

[\*\*The New Managed Account \*Solutions\* Handbook\*\*](#) includes interviews with the nation's foremost money managers and investment experts, client case studies demonstrating the effectiveness of managed account solutions, step-by-step instructions for implementing the strategies outlined in the book, and sample documents that wealth managers can adapt and customize for their own use. [\*\*The New Managed Account \*Solutions\* Handbook\*\*](#) belongs on the desk of every wealth manager, and on the desk of everyone who aspires to be a wealth manager, investment advisor or other financial solutions provider.

[\*\*The New Managed Account \*Solutions\* Handbook\*\*](#) will include the following chapters:

Foreword by Christopher Davis, President of the Money Management Institute

➤ **Chapter One: The Evolution of Managed Accounts**

*The managed account industry began amidst pension reform and has grown in response to investors' demands for a consistent process to manage their investments.*

➤ **Chapter Two: The Revolution of Unified Managed Accounts**

*Unified managed accounts, or UMAs, evolved as investors sought greater diversity among their investments and demanded a platform that could incorporate fixed-income components, exchange-traded funds and other instruments.*

➤ **Chapter Three: The Wrap Account Option**

*Mutual fund wrap accounts enable the financial advisor to leverage the potential of multiple mutual funds in a single client account. Here's how to tell which clients are best served by managed accounts and which are best served by wrap accounts.*

➤ **Chapter Four: Alternative Investments**

*The incorporation of alternative investments will offer clients greater diversification with assets whose performance is not often directly correlated to movement of capital markets. What exactly are they and how can you use them effectively?*

- **Chapter Five: The Key Benefits of Managed Accounts and Recurring Revenues**  
*Managed account solutions allow for a more efficient use of the advisor's time, access to a more affluent clientele, a consistent revenue stream leveraged by the market's growth and a more valuable business entity—plus clients prefer fees over commissions.*
- **Chapter Six: How to Tell if Managed Account Solutions Are Right for Your Practice**  
*Are managed account solutions right for your practice? Here are ways to evaluate your potential for success.*
- **Chapter Seven: Transforming Your Practice into a Wealth Management Business**  
*Wealth managers who've made the transition from erratic, commission-driven income to consistent fee-driven revenues explain how they handled the transition and what other advisors can learn from their experiences.*
- **Chapter Eight: Developing Your Managed Account Solutions Business**  
*Referrals from current clients and fellow professionals can bring prospects to your door but you must know how to ask for referrals, have materials on hand to promote your practice and know how to determine which prospects are best avoided.*
- **Chapter Nine: Positioning Yourself as a Solutions Provider**  
*By cultivating mutually beneficial relationships with service providers, allied professionals and the media, you can develop a steady stream of referrals to help grow your business.*
- **Chapter Ten: Attracting and Retaining Clients**  
*Five strategies for capturing additional assets from your managed account clients.*
- **Chapter Eleven: Building on Your Success**  
*Techniques for establishing yourself as an expert source in managed account solutions and cultivating mutually beneficial relationships with investment companies and other financial services professionals.*
- **Chapter Twelve: The Future of Managed Accounts**  
*Industry leaders present their vision of what the future holds for the managed account solutions industry.*

#### **Resource Guide**

*Sample business plans, investment policy statements, manager evaluation formulas, and sample seminar invitations.*