

Model Market Center

Enhancing your models and rebalancing strategy

It's possible to personalize your clients' portfolios without the day-to-day operational burden of building your own models. And, you can do so without the increasing costs and rigidity of traditional institutional money management.

With convenient access to established models from well-known asset management firms, the **Model Market Center** can help you gain flexibility, reduce costs, and maintain control of trading and rebalancing. You can save time and bring efficiency to your overall investment management processes, allowing you to spend more time serving your clients.

What is Model Market Center?

Model Market Center offers you access to a vast selection of third-party models to select from—right within **iRebal on Veo**, the powerful rebalancing tool available at no additional cost for accounts held with TD Ameritrade Institutional.

Use sophisticated filters—like specific risk categories or asset classes—to find the models you might be interested in. For each model, you can access research material provided by the asset management firm to assist you in your due diligence. When your research is complete, one click subscribes you to that model. Then, it's quick and easy to associate it to your clients' accounts based on your suitability determinations. Whenever you log in to iRebal, alerts inform you of any changes to the model's target allocations so you can determine what action is appropriate.

Within iRebal, you can create your own models as well as subscribe to models from the Model Market Center to personalize portfolios according to your clients' unique needs. You can blend strategies and still maintain discretion over those assets—keeping you in control of portfolio management as your clients' fiduciary advisor.

Overview

Model Market Center was designed to provide a highly efficient and cost-effective platform for model management:

- Access models through iRebal on Veo, at no additional cost
- Choose the models that best meet your clients' needs
- Create blended models
- Design custom portfolios for your clients
- Retain full trading authority for your clients
- Position your firm to better compete with lower-cost robo-advisor platforms

How can Model Market Center benefit your firm?

Investment management is becoming increasingly commoditized, and finding time to do your own research and analysis is likely a challenge. You may be looking to save time and reduce costs while trying to make the best possible decisions for individual clients according to your investment philosophy.

Model Market Center can change the way you approach investment management by:

- Allowing you to incorporate third-party models into your existing rebalancing processes to help streamline operations, add efficiency, and spend more time with clients.
- Providing flexibility to incorporate client customizations.
- Enabling you to create your own blended models from a combination of off-the-shelf models and your in-house strategies—all within iRebal on Veo.
- Giving access to the models through iRebal on Veo, at no additional cost.

Reduce investment management fees and increase trading flexibility:

- Retain full trading authority over clients' accounts to accommodate specific client needs.
- Approve and edit trades in iRebal before they are sent to be executed; a feature unavailable in traditional managed accounts.
- Potentially reduce costs, because you retain trading discretion and won't have to pay an overlay manager for this function.
- Select new managers with just a few clicks.

The screenshot shows the 'Models' section of the iRebal interface. At the top, there are navigation tabs: Home, Create & Configure, Rebalance Portfolios, and Review & Approve. Below these are sub-tabs: Accounts, Portfolios, Security Master, and Models. The 'Models' section is active, showing a list of 69 out of 72 models. The list includes columns for 'In use', 'Model name', 'Manager', 'Building block style', 'Used for', 'Tax-managed', 'Risk category', and 'Asset class'. The models listed are:

In use	Model name	Manager	Building block style	Used for	Tax-managed	Risk category	Asset class
✓	10/90 Choice Return	MLS Investments	Mixed	Complete Strategy	No	Aggressive: >75% equity	Consumer
✓	10/90 Fixed Income	MLS Investments	Smart Beta	Sleeve	No	Conservative: 10-25% equity	Global Inf
✓	20/80 Care Return	MLS Investments	Active	Complete Strategy	No	Growth: 50-75% equity	Global Inf
✓	20/80 Target Allocation ETF	MLS Investments	Passive	Sleeve	Yes	Conservative: 10-25% equity	US Multis
✓	Advisor Choice Select	Weatherstone	Active	Sleeve	No	Moderate: 25-50% equity	Long Sho
✓	Aggressive Income Targets	MLS Investments	Active	Complete Strategy	Yes	Ultra Conservative: <10% equity	Internatio
✓	Balanced Strategy - Tax Managed	MLS Investments	Active	Complete Strategy	No	Moderate: 25-50% equity	Multi-sect
✓	Basic Model	FifthRock LLC	Mixed	Sleeve	No	Moderate: 25-50% equity	Mid Cap
✓	Billing Model	FifthRock LLC	Smart Beta	Complete Strategy	No	Conservative: 10-25% equity	Global Inf
✓	Choice Model	FifthRock LLC	Mixed	Sleeve	Yes	Conservative: 10-25% equity	Small Cap

Figure 1: Filtering models in Model Market Center
Click on the model name to review the details.

The screenshot shows the 'Model Detail' page for the '20/80 Target Allocation ETF' model. The page includes navigation links for '< Previous' and 'Next >', a 'Subscribe to model' button, and a 'Back' button. The model details are as follows:

Model Name	Manager	Tax-managed	Type	Securities
20/80 Target Allocation ETF	MLS Investments	Yes	ETF	6

Below the details, there are sections for 'Overview Documents / Marketing Materials' (including Model update, Quarterly Report, and Fact Sheet) and 'Notes' (with a text area containing 'Recently increased cash'). The 'Security Allocations' section shows a table of 6 securities and a pie chart illustrating the allocation by class:

Symbol	Description	Class	Key
SCASH	Cash	Cash	
FAHN	FAHRINGDEL COM	US Large Cap	
GVRG	GAVORIN COM	Technology	
JOEV	JOMPEM COM	Commodities	
JPHW	JEPPIINGS HOUSE COM	Basic Materials	
LISSE	LISSEMS COM	Technology	

The pie chart shows the following distribution by class:

- Cash: 25%
- US Large Cap: 15%
- Technology: 15%
- Commodities: 15%
- Basic Materials: 45%

Figure 2: Viewing model details
The model detail screen shows the security allocations as well as additional documents to help you evaluate the model.

Convenient and efficient model management

Model Market Center is a more flexible and potentially lower-cost option to traditional money management—with the control you want over trading decisions.

Tap into a vast selection of models from well-known asset managers—all within iRebal. Pick a strategy right off the shelf or combine it with your own models to build your clients' portfolios based on their unique needs. And, you can change third-party manager decisions with just a few clicks. All this helps to ensure your rebalancing strategy and investment philosophy stay intact.

Learn more in the Education Center on Veo:

<http://education.tdainstitutional.com/modelmarketcenter>

Connect with an experienced consultant today.

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Market volatility, volume and system availability may delay access and trade executions.

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