

Free Advisor Playbook

Flat-Fee OCIO Services for Financial Advisors

MarketDesk by the Numbers

+100

Firms using
MarketDesk
solutions

+76%

Growth of our
firm last year

\$24

Billion of
clients' AUM

3

Robust solutions
built for wealth
management

0%

Asset or AUM
Management
Fees

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Introduction

Growing & Managing a RIA is Hard ... which is why we built MarketDesk

MarketDesk specializes in the labor-intensive aspects of the investment process, from our detailed asset allocation process to spending hours crafting client insights. **You retain complete control.**

MarketDesk allows you to **save time and refocus your energy** on value-add areas for clients and growing your practice. Our solutions serve as a seamless extension of your team and expands your firm's resources **at a fraction of the cost** of a new employee. Best of all, MarketDesk has **zero AUM fees.**

Today we are fortunate to truly be considered a **long-term partner** to over 100+ firms.

How We Partner

1

Research Tools

Our team maintains +30 active ratings on core asset classes. You receive access to the full library of supporting research.

2

Low-Cost Model Portfolios

The investment research drives model construction. Our team provides monthly commentary and performance updates.

3

White Label Client Insights

You receive read-to-use materials to communicate key insights to clients and prospects.

Who is MarketDesk?

About Our Firm

MarketDesk is an independent research and portfolio strategy firm, ensuring our interests are 100% aligned with yours — we sell no fund products and have no AUM fees.

Our mission is to provide wealth managers with institutional tools to make their advisory practices more cost and time efficient. Put simply, our flat-fee subscriptions specialize in the labor-intensive aspects of the investment process while you retain complete discretionary control.

All-in-One Platform

Subscribe to One or All of the Capabilities

Wealth Stack

Asset Allocation

ETF / Fund Research

Risk Management

Client Insights

Prospect Marketing

Financial Planning

Custodian

MarketDesk



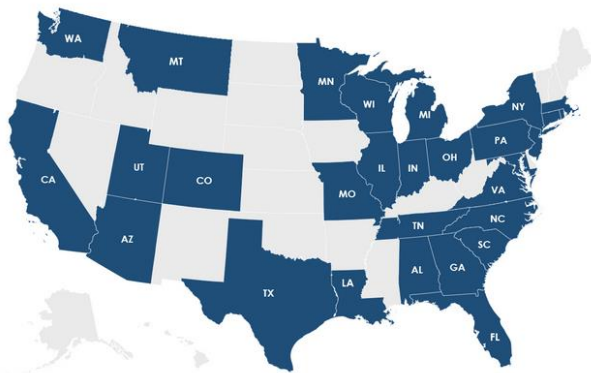
Consolidate all of your research, asset allocation, and client insights

Financial Planning

Custodian

Who We Serve

Trusted by 100+ Firms across 31 States

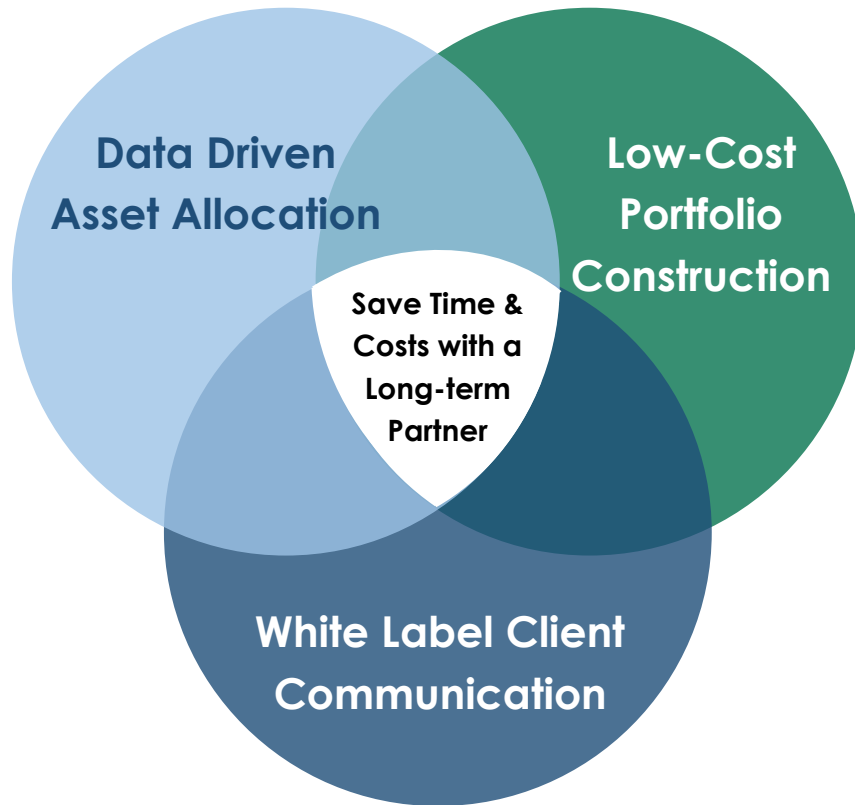


No AUM Fees

All MarketDesk Solutions are Flat-Fee Subscriptions

0%

Our Flat-Fee Subscriptions



OCIO Services

Full Suite including Model Portfolios

Access to the full suite of MarketDesk solutions, including model portfolios, key talking points, and calls with our strategists.

Research Tools

Data Driven Asset Allocation

Leverage our team's expertise and receive access to the full library of research, including macro strategy, core ratings, and ETF ideas.

White Label Insights

Prebuilt, Client-Friendly Communication

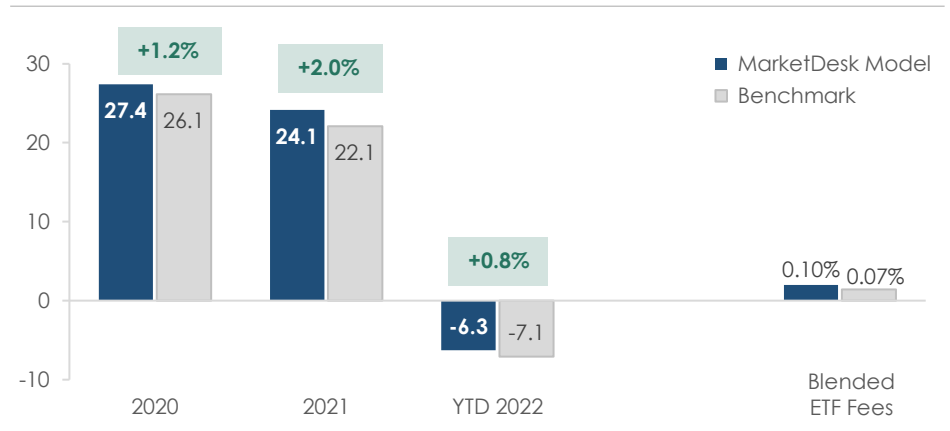
Upgrade your communications strategy to save time, increase client engagement, and grow your practice with client letters and webinars.

Key Results

ETF Asset Allocation Models

- Goal of 2-3% of Annual Risk-Adjusted Outperformance
- Tax-efficient models constructed using low-cost passive ETFs with total blended ETF fees of 7-10bps
- Easy-to-implement solutions, built with active risk management
- Commentary provided monthly

FIGURE 1 – Asset Allocation Performance

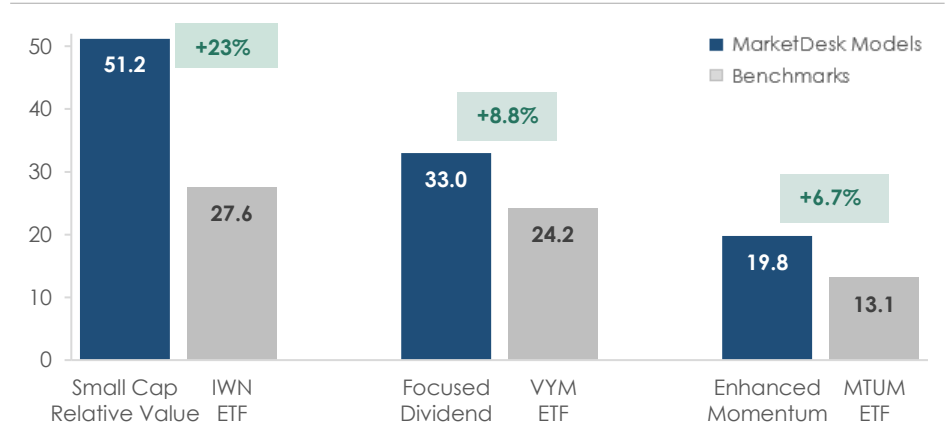


Since inception (2/29/2020) through 2/28/2022. Portfolio & Benchmark are 85/15% Stock/Bond.

Quantitative Stock Models

- Turnkey solutions to run stock portfolios for clients
- Quantitative models are rooted in statistics and use fundamental data and consensus estimates to maximize objectivity in security selection
- MarketDesk Stock Models include Dividend, Momentum, ESG, Large Caps, and Small Caps

FIGURE 2 – 2021 Stock Model Performance



Why 100+ Wealth Management Teams Partner with MarketDesk

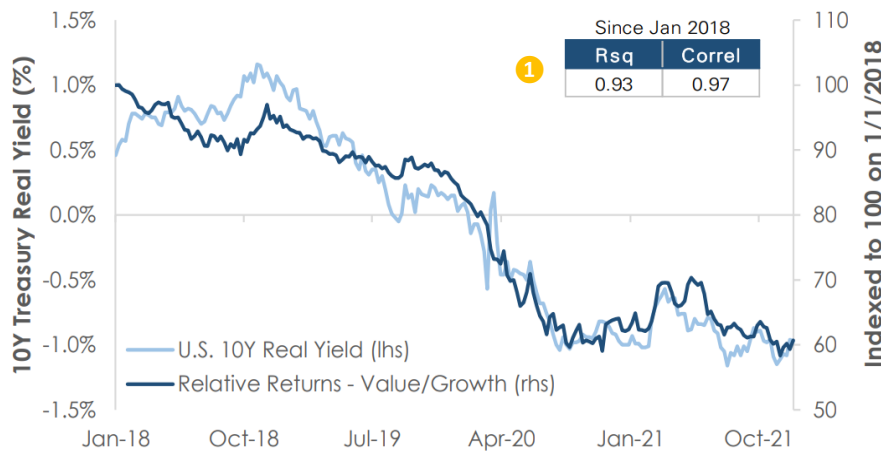
- ✓ “I was tired of wholesalers pitching the latest & greatest funds. MarketDesk's straight-to-the-point insights has saved our investment committee time and **increased our portfolio conviction.**
- ✓ “MarketDesk is the **independent partner we've spent years searching for.** It's already replaced multiple resources we previously used.
- ✓ “**Prior to MarketDesk, I'd get several daily emails** full of various reports which would often bog me down trying to get through them all. Now I'm able to tackle the full extent of their research on my own time. We have now brought to our clients a whole new suite of investment offerings.
- ✓ “Most firms would charge 1.00% for these solutions. MarketDesk has been an exceptional **partner throughout our firm's growth.**
- ✓ “Like most firms, we've sent out a variety of third-party client communication over the years, but we always felt the touchpoints weren't cohesive. MarketDesk White Label has significantly **increased our credibility with prospective clients.**

[Step 1] Data-Driven Asset Allocation

Example of a data-driven research note sent to clients on January 2, 2022

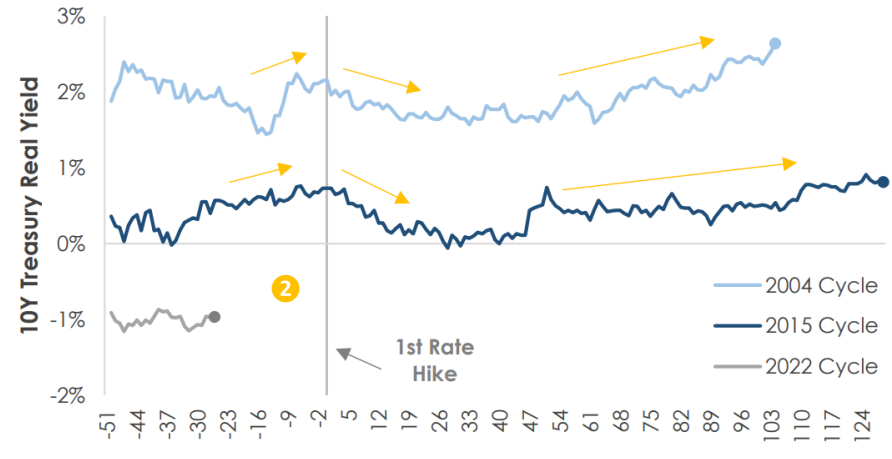
- Since 2018, the 10Y Treasury real yield and Value/Growth relative performance have moved together. Value outperformed as real yields rose, and vice versa. The relationship was statistically strong with a 0.96 correlation ¹
- With the widely publicized Fed rate hike in March 2022 and historical data showing interest rates rose into the last two Fed rate hikes ², MarketDesk told clients to Overweight Value and Underweight Growth stocks in Q1 2022
- **Value Stocks outperformed Growth Stocks by +12.5% through March 15th**
- See page 7 in the full report [here](#) and you can find additional asset allocation samples [here](#)

FIGURE 1 – Value/Growth Performance Gap vs 10 Year Real Yield



Source: MarketDesk, Federal Reserve. Note: Russell 1000 Growth and Value

FIGURE 2 – Real Yield Movement Around Past Fed Tightening Cycles



Source: MarketDesk. Note: 2022 line assumes the first-rate hike occurs in 1H 2022

Important Note – Most firms claim to do this level of analysis but few actually do, and even fewer provide all the underlying support like MarketDesk.

[Step 2] Grow Revenue through Smart Portfolio Construction

Asset Allocation is the #1 Driver of a Firm's Revenue

- Instead of basing decisions on near-term trends or "expert" opinions, MarketDesk focuses on historical data, leading indicators, and statistical probabilities to guide asset allocation. This quantitative overlay rewards facts, not opinions.
- **MarketDesk's Asset Allocation Target = 2-3% Annual Risk Adjusted Outperformance**

FIGURE 3 – Growth of \$100 million Firm

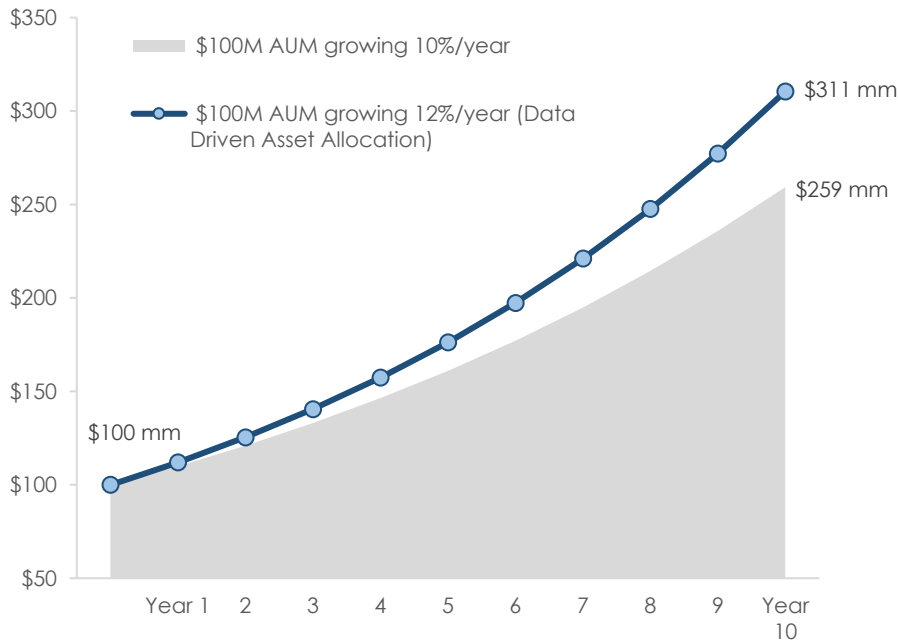
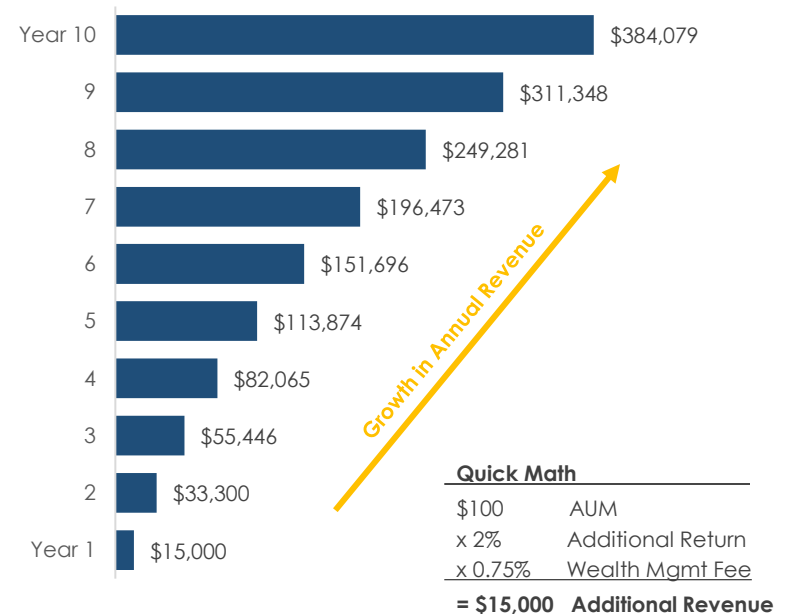


FIGURE 4 – Additional Revenue Earned Each Year



Note: To keep this analysis simple, the calculation assumes 10% annualized market appreciation inline with historical levels. For illustrative purposes only.

[Step 3] Effortlessly Communicate with Your Clients & Prospects

How It Works

1

Our team crafts client-friendly communication

2

You receive ready-to-use insights. Simply add your logo.

3

Save time to focus on clients & growth

Client Insights You Receive Every 90 Days

Delivered in Microsoft Word and PowerPoint

3 Charts of the Month



1 Quarterly Letter



2 Intra-Quarter Monthly Letters



4 Prebuilt Client Presentations



1 Quarterly Webinar & Script



[BONUS] Free Resources

Click Any Image to Download the PDF



Asset Allocator's Guide



The Weekly Note



Tactical ETF Ideas



Strategy Snapshot



Talking Points



Quarterly Checklist



Stock Portfolios



ETF Models



Client Communication



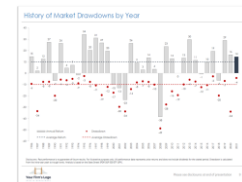
Best Practices



Client Letters



Client Presentations



[BONUS] Revenue Calculator

#1 Input Your Assets Under Management

in millions (150 = \$150 million)

#2 Risk-Adjusted Annual Outperformance

in percentage points (2 = 2%)

#3 Your Annual Client Fee

in percentage points (0.75 = 0.75%)

= Additional Annual Revenue

= Return on Investment (i.e. MarketDesk Subscription)

For Illustrative Purposes Only.

PLUS

- + Hundreds of saved hours each year
- + You retain complete portfolio discretion
- + Compliance support for portfolio changes
- + 24/7 access to the MarketDesk team
- + Reduced labor-intensive work
- + Saved costs over your existing subscriptions
- + More time with friends and family

Next Steps

1

Have Questions?

Our team is available to walk through the platform and answer your questions.

[10 Minutes →](#)

2

Free 14-Day Trial

Complimentary access to the MarketDesk portal to see current and past insights.

[Try it Free →](#)

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