



PARTNERING WITH MODELIST

Custom Model Portfolios for the
Fiduciary Financial Advisor

CUSTOM MODEL PORTFOLIOS: THE BEST OF BOTH WORLDS

Tired of choosing between time-consuming DIY portfolios and inflexible third-party solutions? Modelist offers the best of both worlds.

We empower advisors to create truly custom investment models while leveraging our extensive library of evidence-based strategies.

With Modelist, you get:

- Tailored portfolios that reflect your unique approach
- Access to sophisticated, research-backed strategies
- Significant time savings and improved scalability
- A white-labeled solution that enhances your brand

	Do-it-Yourself	3rd Party Models	Modelist
Efficiency	Low	High	High
Personalization	High	Low	High
Cost-Effectiveness	High	Low	High
Scalability	Low	High	High
Rules Transparency	High	Low	High

MODEL DESIGN PROCESS

How It Works

Modelist designs custom model portfolios by accessing our extensive library of strategies. We combine these strategies to build a unique series of model portfolios tailored to each advisor's business, taking into account their current process, type of clientele, and fund holdings or preferences. Our team works closely with advisors to craft a rule-based process that is easy to understand and communicate to their clients, ensuring transparency and building trust in the investment approach.

Strategic

Focuses on long-term investment goals, aligning portfolios with an investor's risk tolerance and time horizon through a stable asset allocation.

- Diversified Equity
- Diversified Fixed Income
- Risk Levels
- Target Date
- Risk Parity

Specialized

Enhances portfolios by incorporating diverse assets and approaches, aiming for tailored objectives beyond traditional risk assessment.

- Alternative Assets
- Geographic Bias
- Enhanced Yield
- Buffered Exposure

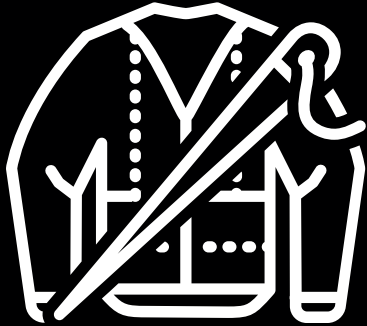
Tactical

Adopts a more active approach, making adjustments to the portfolio in response to market opportunities and trends.

- Relative Strength
- Relative Value
- Relative Quality
- Sector Strength
- Factor Strength
- Select Macroeconomic
- Leading Economic
- Coincident Economic
- Consumer Sentiment
- Growth Expectations
- Inflation Expectations
- Fed Rate Expectations
- Credit Management
- Duration Management

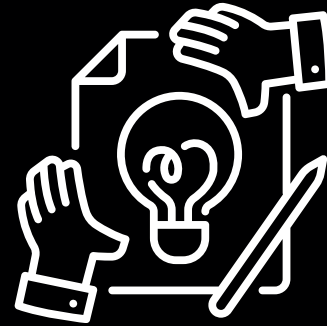


MODELIST EDGE



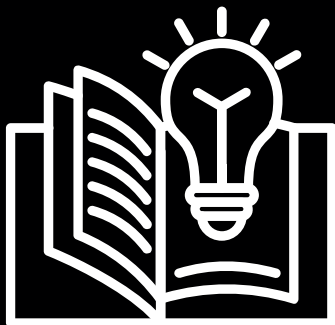
Bespoke Service Customization

Recognizing that no two clients have identical needs, Modelist's offerings are highly customizable. We actively collaborate with our clients, molding our services and incorporating concepts in a manner that aligns seamlessly with their unique requirements and delivery preferences.



Advisor-Centric Branding

Modelist is one of the rare platforms that shifts the spotlight away from the ego of the investment manager, positioning the advisor's brand at the forefront. We believe in empowering advisors, making them the main face of the investment experience for clients.



Simplified Investment Intelligence

At Modelist, we distill an industry's worth of intricate investment concepts into digestible, actionable insights. This ensures advisors have access to practical insights, effortlessly integrating them into their investment models.



Cost-Effective Solutions

While many complex investment solutions in the market can levy costs as high as 1% in SMAs and funds, Modelist offers a cost-effective approach without compromising on the quality or depth of investment strategies.

LEADERSHIP

Our Founders



Joe Mallen - CEO

CIO, Helios Quantitative Research

CIO, Sawtooth Solutions

Senior Analyst, Columbia Threadneedle

Masters in Finance, London Business School

BSB, University of Minnesota



Kent Peterson, PhD - CIO

Head of Quant, Atitlan Asset Management

Head of Global Market Asset Solutions, Santander

Senior Portfolio Manager, Columbia Threadneedle

Associate, Bridgewater

PhD, Princeton University

BA, Cornell University



Further questions,
contact us.

www.modelist.me
hello@modelist.me
612-887-9897

DISCLOSURES

Modelist Inc. is a registered investment adviser. Information presented is for educational purposes only and does not intend to make an offer or solicitation for the sale or purchase of any specific securities, investments, or investment strategies. Investments involve risk and, unless otherwise stated, are not guaranteed. Be sure to first consult with a qualified financial adviser and/or tax professional before implementing any strategy discussed herein. Past performance is not indicative of future performance.