



User Guide
Advisor Investment Analytics Edition

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Quick Start

Landing Page

On the landing page, you have three points of entry: **Advisor Dashboard**, **Client Management**, and **Add Client**.

Application Design

There are two views: **Advisor** and **Client**. The top-right corner of each page tells you which view you're in: when it is **light blue**, you are in Advisor view (with your name); when it is **navy blue**, you are in Client view (with your client's name). There will also be a **yellow** border around the entire screen when you are in Client view.

There is a menu bar at the top of the application, denoting the four feature segments, available for the advisor and each client. On the left-hand side of the application, there is a navy blue navigation bar, with important destination points such as the Advisor Dashboard, and Client Management.

Feature Segments

There are three integrated segments: **ACCOUNTS**, **PORTFOLIOS**, and **TOOLS** on the top menu bar. The segments are available in Advisor view (for you to test drive ideas) and in Client view. In Client view, everything that you save is saved for that client only.

IMPORTANT: To get started, we suggest that you save your model portfolios first. In **PORTFOLIOS**, we offer three different Portfolio Builders and the ability for you to designate portfolios as **Model Portfolios**. You can then compare different portfolios to your models.

Please follow these steps:

- i. In **Advisor** view, create a portfolio using any one of the three Portfolios Builders.
- ii. Save the portfolio by selecting the **Save** icon on the left-hand-side panel of the Wealthscope Portfolio Scorecard. Please see the [Icon Legend](#) for reference.
- iii. To designate a saved portfolio as a model portfolio, revisit your saved portfolio (**PORTFOLIOS >> Revisit a saved portfolio**) and toggle it as a Model. This function is only available in **Advisor** view.

1. Landing Page

1.1 Add Client

This is where you enter a new client and their information. First name, last name, and email address are the only required fields. Once the information is entered, click the 'Save & Go' button.



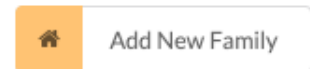
You will then immediately enter the view of the client you've just created. You can start linking and analyzing their investment accounts and building portfolio ideas for the client. See Section 3 'Feature Segments' below for your choices.

1.2 Client Management

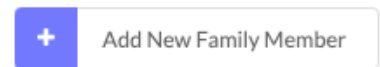
This is where you can search and access a client. The arrow highlighted in blue to the right of a client's name allows you to enter client view.



You may group different clients' investment accounts together as a family for analysis by selecting the 'Add New Family' button.



Once in 'Add New Family', you must designate a client to be the 'family head'. The name of the family will be represented by the surname of the family head. Next, you can add family members by selecting the 'Add New Family Member' button. For family grouping, only the portfolio analysis functionality is available, where you can analyze all family members' investment accounts together. Note: clients cannot belong to multiple families.



To revisit a family, click the "Home" icon highlighted in orange to the left of the client whose family you would like to view.



1.3 Advisor Dashboard

This dashboard displays your aggregated client information at the top, and a *high-level summary* of individual clients at the bottom. After you



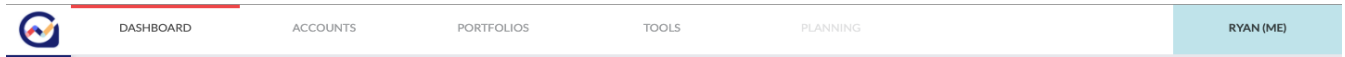
have added clients, click the 'Go to Client View' button to enter client view.

2. Application Design

In the Advisor edition, there are two views: **advisor** and **client**.

2.1. Menu Bar

The top-right corner on the top menu bar is the indication of which view you're in: when it is **light blue**, you are in advisor view (hence, 'me' in parenthesis); when it is **navy blue**, you are in client view and you will see the first name of the client selected. When you are in client view, there will also be a yellow frame around the screen to remind you.



The feature segments, 'Accounts', 'Portfolios', and 'Tools', are available to the advisor and to each client. When an action is performed in client view of client X, it will remain contained in that view and will not be available to view anywhere else.

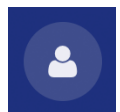
2.2 Navigation Bar

It is the navy bar found on the left-hand side of the application.

This is the Client Management icon. You can switch between clients here.



When you are viewing a client, this icon allows you to return to advisor view, and will route you back to the Advisor Dashboard.



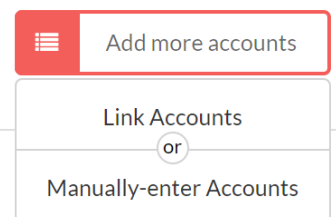
3. Feature Segments

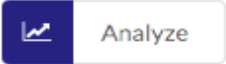
There are three integrated segments: **ACCOUNTS**, **PORTFOLIOS**, and **TOOLS** (see top menu bar).

3.1 Accounts


See a consolidated view of your client's investments across different financial institutions, and importantly, have them analyzed on demand. The securities currently supported in the analysis are Canadian and U.S. stocks, Canadian and U.S. ETFs, and Canadian mutual funds (except private funds); account values are updated daily. USD accounts are converted to CAD, so that you can combine accounts in the analysis if you wish.

You can add your clients' accounts by either linking their accounts seamlessly through Wealthica, or manually-inputting their account information.




1. Link Accounts: This option requires that your client has created a Wealthica account prior and has aggregated their accounts on Wealthica's site. To link their investments, you will need to have their Wealthica login credentials.
2. Manually enter accounts: Follow these steps.....
 - i. Provide the institution name and account type (e.g., TFSA, RRSP....etc.);
 - ii. Search and select holdings; adding cash is optional;
 - iii. Enter the corresponding quantities (number of shares/units) for the holdings.
3. Once you have added accounts, the 'Overview' tab on the left-hand side of the screen will display an aggregation of key account information across all accounts added. Individual tabs will also appear for each investment account below.
4. Click on an account to view an *account dashboard* with basic account information.
5. To generate your **Wealthscope Portfolio Scorecard** for an investment account, click the 'Analyze' button in the top right corner on the account dashboard.An "Analyze" button with a blue background and a white line graph icon.
6. Toggle 'Group accounts?' to select a specific group of accounts for analysis. Once you are done selecting accounts, click 'Analyze'.





7. On each account dashboard (with the exception of 'Overview'), there are three functionalities in a dropdown menu when you select the '...' button next to 'Analyze'.
 - i. **Rebalancing:** Keep track whether the holding weights are in line with specified target weights. (Note: You will need to update the target weights whenever there have a change in the holdings.)
 - ii. **What-if:** Create a 'what-if' portfolio and see how it stacks up to the current portfolio. You can save this 'what-if' portfolio for future reference.
 - iii. **Cash:** Include cash in the analysis to see the impact of a cash drag.
8. Compare an account with a portfolio previously saved in the **PORTFOLIOS** segment (see below). The 'Compare' function (the 'Scale' icon) can be found on the red panel of the Portfolio Scorecard on the left-hand side. 

3.2 Portfolios

Three different portfolio builders are offered:

- **SmartRisk Portfolio Builder:** Machine learning is leveraged to generate model portfolios for tactical asset allocation, using 32 asset classes. You can use it to optimize specific risk exposures, including human capital. These models are perfect to use as your clients' core portfolios.
- **ETF Portfolio Builder:** Pick your own asset mix from different asset classes. You can see the ETFs that track each asset class by clicking the 'Execute' button on the red panel of the Portfolio Scorecard. This is an excellent place to build benchmark portfolios. 
- **Custom Portfolio Builder:** Test portfolio ideas by selecting any Canadian and U.S. stocks, ETFs, and Canadian mutual funds (except private funds) by inputting their tickers and corresponding weights. In addition, you can allocate weights to Bitcoin and/or Ethereum. This is a flexible builder to test your portfolio ideas.

To use a portfolio builder, follow these steps:

- i. Select the 'Create a new portfolio' tab on the left-hand side in **PORTFOLIOS** to see the portfolio builders. Once built, all portfolios will automatically receive a Wealthscope portfolio scorecard.
- ii. You can **save/edit** these portfolios using the buttons on the left-hand-side panel of the Wealthscope Portfolio Scorecard. Once saved, you can use them for benchmarking against actual investments or against other portfolios. You may also use the 'Compare' function, as mentioned above.  

- iii. Select 'Revisit a saved portfolio' to see portfolios saved from portfolio builders. In Advisor view, you have the option to toggle a saved portfolio to make it an advisor 'Model Portfolio'. These portfolios will then appear for all clients in their 'Revisit a saved portfolio' and importantly, available for use in portfolio comparisons.

4. Wealthscope Portfolio Scorecard

A portfolio will be given an overall letter and percentage grade, as well as graded on **6** important portfolio dimensions: **risk-adjusted performance, downside protection, diversification, fund fees, income, and ESG.**

Overview	Performance	Downside	Fees	Income	Diversification	ESG
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Portfolio Overview
Eames Wealth Management
RRSP

Print Guidelines

Overall Score **76%** B

04/2007 - 08/2021

Include income score in my overall score Yes No

Include ESG score in my overall score Yes No

Use another index ETF for the equity portion of my portfolio's benchmark Domestic

ACWV iShares MSCI Global Min Vol Factor ETF	33.36%
QQQ PowerShares QQQ Trust Ser 1	16.83%
L:CA Loblaw Companies Limited	7.99%
GLD SPDR Gold Shares ETF	7.47%
MDLZ Mondelez International Inc.	6.73%
XSP:CA iShares Core S&P 500 Index ETF (CAD-Hedged)	6.35%
XIN:CA iShares MSCI EAFE Index ETF (CAD-Hedged)	5.45%
XDV:CA iShares Canadian Select Dividend Index ETF	5.27%

Hypothetical Portfolio History
Based on the current composition of your portfolio

Wealthscope scores a portfolio in each dimension based on how well the portfolio has performed during the specific time period in question. This period is dictated by how far your securities go back in history. If your securities are relatively new, they may be filtered out (See "Guidelines" at the top left of Portfolio Overview for more information). You can toggle "Yes" for "Include all holdings" at the top right of the Portfolio Overview if you would like to include all holdings in the analysis, regardless of returns history. In this case, the analysis may be more limited in scope, and the scorecard must be interpreted with caution.

Your portfolio is analyzed against a benchmark for Performance and Downside Protection, which is selected automatically depending on which one of the eleven asset allocations your portfolio is closest

to (100% equity, 90% equity 10% fixed income to 10% equity 90% fixed income, 100% fixed income). The default equity portion of the benchmark is the TSX Composite Capped 10%, but you can choose a global equity index instead (see the dropdown at the top right of the Overview page). Or you may create a custom benchmark. For some ETFs with short history, we use the underlying index returns (minus the MER) prior to inception in the portfolio analysis.

Performance – an evaluation of past performance based on risk-adjusted returns as well as annualized returns relative to the benchmark, which is a portfolio that has a similar asset allocation to stocks and bonds. A higher score is more desirable.

Downside Protection – an evaluation of the portfolio’s ability to limit losses when there is a stock market downturn. Downside capture, maximum drawdown, and downside risk relative to the benchmark portfolio are used for this score. A higher score is more desirable.

Diversification – an evaluation of your portfolio’s ability to diversify risk, scored in terms of the portfolio’s average pairwise correlation and the following 4 dimensions, across regional stock markets, macroeconomic factors, global business sectors, and asset classes. A higher score means that your portfolio’s risk exposures are more spread out. A higher score is more desirable.

Fund Fees – an evaluation based on your client’s portfolio’s weighted average management expense ratio (MER). MER is a fee charged by ETFs and mutual funds. Depending on the series (e.g., A), it may include a trailing commission that compensates the advisor who sold the fund. Note that fund returns are reported net of MER. Additional advisory or trading fees are not included in this score. When a MER is unavailable for a given fund, it will be replaced by the category average; this will be indicated in a message to the right of the MER value. Assuming a maximum MER of 3%, a higher score indicates lower fund fees, which is more desirable.

Income – this refers to income such as dividends and fund distributions. It is the weighted average yield of the portfolio. The maximum is set at 5%, meaning that a portfolio that has a yield of at least 5% will receive a score of 100%. A higher score represents a higher income yield. Depending on your client’s needs at their current life stage, they may or may not be looking for income from their investments.

ESG - ESG ratings for stocks and funds are powered by OWL Analytics, a big data analytics firm specializing in ESG research. Note that ESG ratings are not evenly distributed. For example, very few stocks and funds have ESG ratings above 80 on a 0-100 scale currently. Wealthscope takes this into account and rescale the ratings when grading the ESG dimension of your portfolio.

Disclaimer: The Wealthscope Portfolio Scorecard is based on an objective, data-driven evaluation of each portfolio dimension. It provides a useful tool for analyzing and comparing portfolios within the same risk category or asset allocation to help you identify opportunities for further research. It should not be considered recommendations to buy or sell individual securities or portfolios. And the usual disclaimer applies – past performance is not necessarily indicative of future performance.

Print



On the Portfolio Overview tab, there is the option to print or download as a PDF the entire scorecard output.

5. FAQs

How do I remove a client?

Enter the **Client** view of the client you wish to remove. Hover over their name at the right-side of the top menu bar and click 'Profile' in the dropdown. Here, you will be able to remove a client.

What to do if the account information linked through Wealthica is out-of-date?

There are two types of connection errors you may experience that can result in out-of-date information:

1. A syncing error due to Wealthica's connection issues with the financial institution in question. Wealthscope will display a warning message on the relevant account. This requires the Wealthica account owner to take action on Wealthica's site. Once the issue is resolved on Wealthica's site, it will be reflected on the Wealthscope Advisor platform.
2. The token that links Wealthscope with Wealthica for a specific client has expired. Simply re-link their Wealthica account on the Wealthscope Advisor platform to resolve this issue. Note: the token expires every 12 months for your client's protection.

Am I able to customize the PDF exports to display my firm's logo?

This is planned for phase two of the Advisor edition, depending on demand from our users.

How do I delete an investment account?

Go to the account you wish to delete. At the bottom of holdings table, there is a 'Delete' button. Once an account is deleted, it cannot be recovered. **Note:** you can only delete manually-entered accounts.

How do I edit the positions or weightings in an account?

Go to the account. At the bottom of the holdings table, there is an 'Edit' button. Remember to save your changes. **Note:** you can only edit the positions and/or weights of manually-entered accounts.

How can I ensure the security of my clients' data?

The Wealthscope platform has gone through rigorous vulnerability assessments and we use bank-level security to protect the information we collect. User data is stored in Canada on Amazon Web Services (AWS) servers and is encrypted using the AES-256 algorithm. All passwords are hashed.

6. Icon Legend

	Hover for more information on a particular subject	Beside certain text
	Enter Client Management	Found on the navigation bar
	Enter advisor view	Found on the navigation bar
	Edit the asset allocation or positions of a portfolio from the portfolio builders	Found on the red panel when viewing a Portfolio Scorecard
	Save a portfolio from the portfolio builders	Found on the red panel when viewing a Portfolio Scorecard
	Compare an account or portfolio with previously saved portfolios	Found on the red panel when viewing a Portfolio Scorecard
	Options to execute an ETF portfolio	Found on the red panel when viewing a Portfolio Scorecard
	Access a client (i.e., enter client view)	To the right of client name in Client Management

	Visit a family	To the left of client name in Client Management
	Click to view our multi-media educational content on YouTube; explaining financial concepts with simple videos	Beside certain text
	Security has been excluded in the analysis because it has insufficient history / It is unmatched / It is not supported for Portfolio Analysis	To the right or left of security
	In a rebalancing system: when one or more weights exceed their maximum deviation, or when holdings in an account have been sold and/or added.	On an account tab
	Indicate that a rebalancing system has been set up for an account	On an account tab
	Account syncing with financial institution has failed	On an account tab
	Report a bug (i.e., issues with our platform)	At the bottom right corner of every page

7. Grading Scheme

A	80 - 100
B	70 - 79
C	56 - 69
D	21 - 55
F	Below 21

8. Need help?

If you need further assistance, you can contact Wealthscope at contact@wealthscope.ca.