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The Investor Presentation and Proposal Tool

The Investor Presentation & Proposal Tool (IPPT) enables you to quickly create presentations and investment proposals to expound upon the benefits of your practice, capabilities and services. The free tool allows you to tailor the presentation to the needs of the client and what you feel is important to cover. This online resource is a web-based solution that it can be accessed from anywhere at any time, even from an iPad.

**Benefits of IPPT**

- It's free
- 24/7 web-based access
- Add individual and team member bios and a mission statement
- Run real-time proposals for SAM, MWP, OMP, PWP and Manager Select
- Add your company logo and/or a photo. Choose from 4 different proposal color templates!
- Includes additional presentation slides designed to help you educate your clients on a variety of investment topics

**Investment Proposal**

Prepared for: Test Client
June 10, 2013

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Please contact your Advisory Consultant for assistance in creating a presentation or proposal or for any other questions about the tool at (877) 318-6400, or LPLFinancialAdvisoryConsulting@lpl.com.
Logging In To IPPT

The Investor Presentation and Proposal Tool (IPPT) is available in the Resource Center or directly from its web address: https://lpl.portfolio360.com

When you build a proposal for a client, you can decide what products to integrate across multiple platforms. Once you enter the investment amount for the client, you can allocate those funds across SAM, Manager Select, Optimum Market Portfolios, Model Wealth Portfolios and Personal Wealth Portfolios.

Within the BranchNet Resource center, IPPT is listed under the Tools section on the right side of the screen.

First Time User
If you are opening the tool for the very first time, you will click on the Create a New User Account link.

Once you sign up for the tool, one of the LPL Financial Advisory Consultants will validate your request.

Returning User
If you have already signed up for IPPT, you will only need to input your user name and password.

Note: Typically your user name will be your LPL Financial email address.
If you forget your username or password, please use the links to request the information.
Navigation

Leverage the Navigation Menu throughout IPPT to access a list of Clients, manage the information relating to your Practice, or view past Portfolios and Presentations (menu accessible upon mouseover).

Adding a New Client

A. Navigate to the Clients page (via the dropdown menu shown above).

B. Select the “+Add a new Client” button.

C. A popup box will allow you to create a new individual client or entity.

Managing Your Practice Preferences

Select Practice from the Navigation dropdown menu to manage your Company & Contact Info, Practice Summary and your Bio and your Team Member’s Bios.
Managing Your Practice Preferences (continued)

**Company & Contact Info**

A. Edit your information, use a logo or select a cover photo. Please ensure any custom content is approved by Compliance prior to use.

B. Select Yes or No to toggle preferences on the report output.

**Practice Summary**

Leverage the Practice Summary area to detail specifics about your individual practice.

**My Bio & Team Member Bios**

Leverage the My Bio & Team Member Bios area to detail specifics about your investment team. You can add name, title, biography and photo to each individual record.
Creating Presentations and Proposals with IPPT

Getting Started

Create a new client record or select an existing client from the list of clients.

Note: The default setting for this page is to display all clients. The alphabetical search at the top of the page corresponds to a client’s first name. You may also choose to remove any columns by using the Options button.

After selecting a client, you will be brought to the client overview.

A. Update the client’s information or set a client to active or inactive.

B. (Optional) Add information or complete questionnaires for your client.

C. Add a new Presentation or Proposal or view previously generated Presentations and Proposals.

Note: You may leverage the “Clone” option to duplicate and edit a previously generated Presentation or Proposal saving you time.
**Creating Presentations and Proposals with IPPT** (continued)

### Step 1: Portfolio Name and Modules

A. Enter a name for your Portfolio. The Portfolio Name is for your records. It can help you if you are running multiple proposals for the same client.

B. Select the modules to include in the Portfolio. You may select one or more than one module.
   - Proposal - hypothetical for the proposed investment.
   - Presentation - compliance approved slides for use with clients and prospects.

C. To continue, select “Save & Go to Next Step.”

**Note:** This guide will show both a Proposal and a Presentation. If you are only leveraging the Presentation portion of IPPT, you may skip to page 10

### Step 2: Investment Amount and Platform Allocations

A. Indicate the investment amount.

B. Choose the platform.

C. Allocate the investment to the desired platform[s] by percentage of investment or dollar amount.

D. To continue, select “Save & Go to Next Step.”

**Note:** We suggest that you carefully name your Portfolio with details about the proposal you are running. This will help you locate a specific client proposal from a list when you return to IPPT. If you are running a Model Wealth Portfolio proposal comprised of Quantitative Advantage (QA) Global 60/40 and Cougar Global MAR 8, use this area to help you recall the specific proposal.
Creating Presentations and Proposals with IPPT (continued)

Step 3: Managers & Allocations

Now you must specify your fee and select the Strategist, Investment Objective and Model.

A. Set the Advisor Fee.

**Note:** The Advisor Fee entered here must be the total fee, which consists of the program fee, one or more strategist fees (for a blended proposal), and your advisory fee.

Use the Advisory Product Pricing Calculators to easily calculate the Advisor Fee. (Located in the Resource Center)

B. Select Historical or Hypothetical Performance. Please note that Historical Performance is the preferred choice.

C. Search for Strategists and Models via Criteria, List or Tiles (tiles shown).

D. View Search Results and add model(s) as desired.

E. Select more info to view Annualized Returns, Calendar Year Returns, Growth of 10k, Risk or Comparison.

F. Once you have selected your model(s), you will allocate either a percentage or a dollar amount to the model.
The Advisory Platform Pricing Calculators

Leverage the Advisory Platform Pricing Calculators to easily calculate the Advisor Fee.

Use the Advisory Platform Pricing Calculators (MWP for our example) to help you correctly set your Advisory Fee and include the Strategist Fee(s), Program Fee, and show you the Gross Fee to your grid based on the Fee you choose.

A. Enter your Rep ID, the amount of the proposal, and the proposed fee.

   **Note:** When using the calculator, you will need to set a placeholder fee and re-calculate as necessary.

B. Select the Investment Objective, the Strategist Blend (one or more strategists and their ratio), and the Strategist(s) and Model(s).

C. Click Calculate and review the Gross Fee to Advisor and re-calculate as necessary.

Use the final Proposed Fee in IPPT as your Advisory Fee.
Step 4: Preview and Request Portfolio

Now that you have selected your Advisory Platform, Fee, Strategist and Models, you are presented with the individual slides that make up both the Presentation and Proposal parts of IPPT.

A. By default, all Presentation slides are selected for your use. Unselect one or more slides by using the check boxes.

B. The Presentation and Proposal slides are segmented by category.

C. Select Preview to view individual slides. Note that you may switch between the list or thumbnail view of each slide in the Presentation or Proposal.

D. At the bottom of the page, once you have made your Presentation and Portfolio selections, you must Request Portfolio. You may also save your selections as a template.
Creating Presentations and Proposals with IPPT (continued)

Confirmation

Once you have requested your portfolio, you will be presented with a Confirmation in IPPT.

You will also receive an email from your Advisory Consultant at LPL Financial informing you that your portfolio is ready.

Reviewing Existing Presentations and Proposals

To review a previously created presentation or proposal, use the Proposal dropdown menu.

A. Choose either a completed presentation (marked with the PDF logo 📄), or continue working on a presentation or proposal still in progress by choosing the edit icon 👏.

B. If you need to make changes to an existing Presentation or Proposal, select the Clone button to duplicate an item and make any desired changes. This will save you time if you are running several Proposals for the same client(s).

C. If searching for a specific client, please note the search will list the client or prospect by first name.

Note: We suggest that you carefully name your Portfolio with details about the proposal you are running. This will help you locate a specific client proposal from a list when you return to IPPT. (as suggested in Step 2 of the creation process).

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