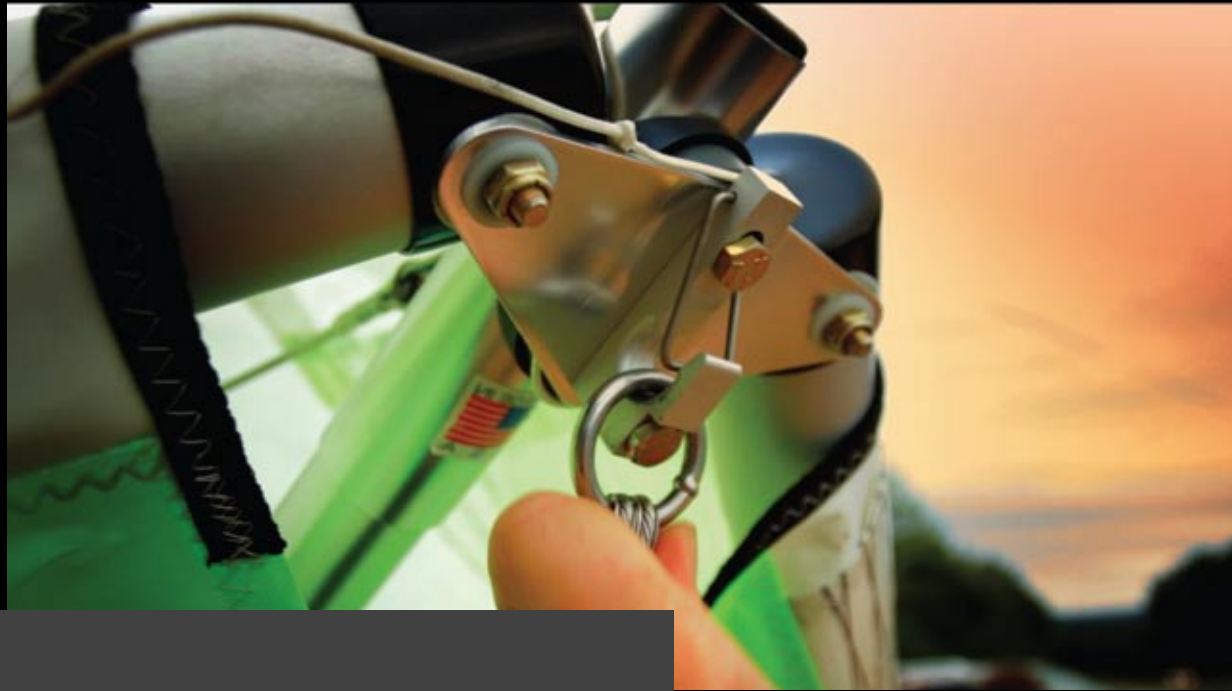




Brokerage & Custody Services for RIAs





FOCUSED ON SUPPORT

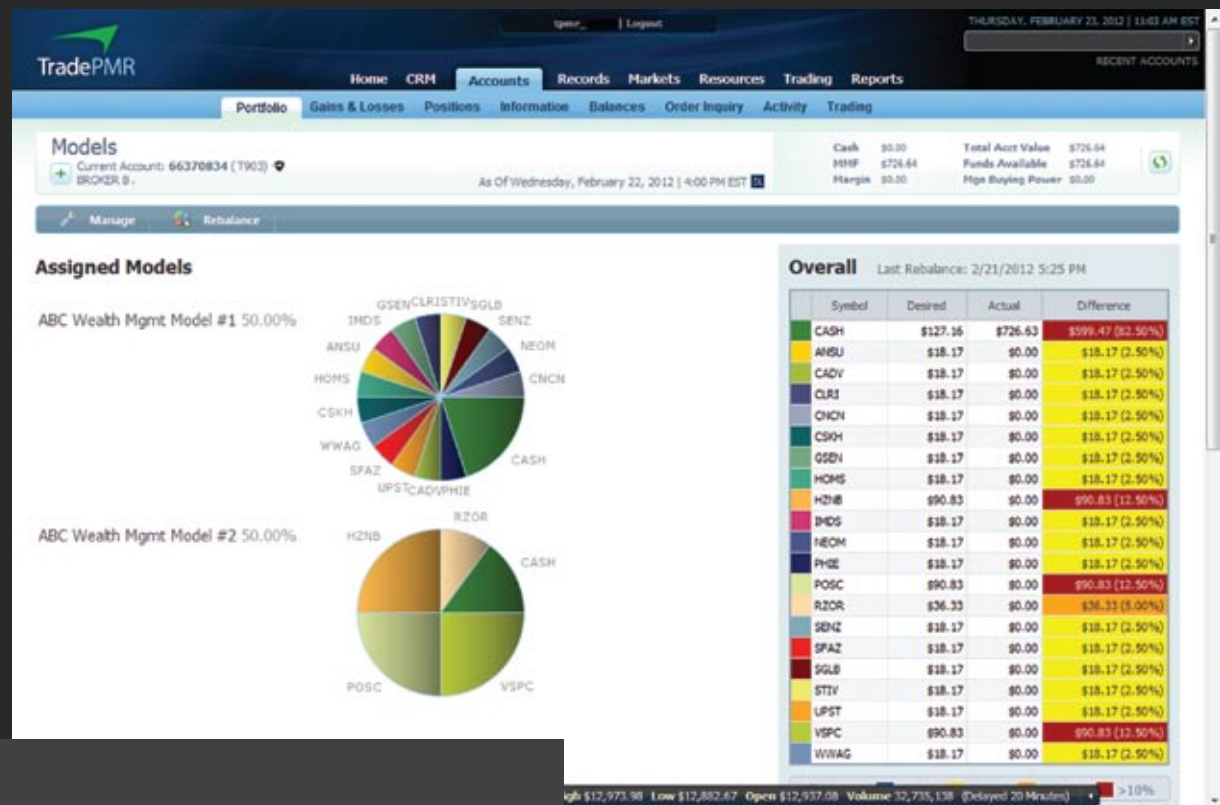
TradePMR is an industry leader in providing brokerage and custodial services to Independent Registered Investment Advisors (RIAs). Our goal is to empower advisors to grow their businesses by providing industry-leading products and technology, wrapped in a premium support model designed to give RIAs a comprehensive solution that compliments their unique business needs.

Through our strategic business alliance with First Clearing, a Wells Fargo affiliate, TradePMR recognizes and addresses the need of investment advisors to remain competitive with banks and brokerages that are quickly redefining how investors do business. A complete lineup including trust and banking services through Wells Fargo can provide a competitive advantage in the marketplace.

TradePMR has put together a comprehensive offering of products and services that go well beyond what firms servicing advisors typically provide. We also strive to make sure your business thrives without initial minimum asset thresholds or quarterly fees. In addition, TradePMR is here to help build the fee-based portion of advisor's business while providing resources for those who want to remain registered for commission business.

TradePMR provides advisors with an experienced support partner with the resources to assist in the transition to independence. Our dedicated team members in advisor services, trading, cashiering, new accounts and support are designed to be an extension of your business model and provide the tools and services you need to take your business to the next level.

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TECHNOLOGY

TradePMR's advisor workstation allows you to manage virtually every aspect of your practice from a comprehensive, intuitive platform.

Account Management

View and search through your client accounts in a number of simple ways - name, tax id, or account number. A variety of Account pages gives you the ability to list your client accounts according to your preferred criteria.

Account Workbook

View and manage all aspects of an individual account from one location. You can open accounts electronically, including initializing brokerage ACATS and setting up ACH transactions, utilizing electronic identity verification through Equifax. The system can also send email invites to clients to complete applications. Quick, seamless navigation between a client's Portfolio, Gains and Losses, Account Information screens, statements, and more. You can also place trades and quickly liquidate one or more positions with just a few clicks.

Trading

TradePMR's platform provides a robust trading environment where advisors can quickly and efficiently trade on an individual account basis or on a position basis across multiple accounts. The system offers a variety of trading tools including:

Model Trading - Build Model Portfolios that can be applied to one or more client accounts. Once a model is created, you can analyze the differences between any account and the model or rebalance an account against the model. The resulting trades generated create a Basket which can be viewed, modified, and executed at your convenience.

Position Trading - Quickly sell all or part of a security or exchange it for another. You can also swap a position in one or more portfolios for another position of the same value.

Power Trading - Perform trades on a group of accounts in one simple operation. You can buy or sell a position by percent of available cash, buying power, shares or dollars.

Basket Trading - Create and review orders before you submit them.



Performance Reporting

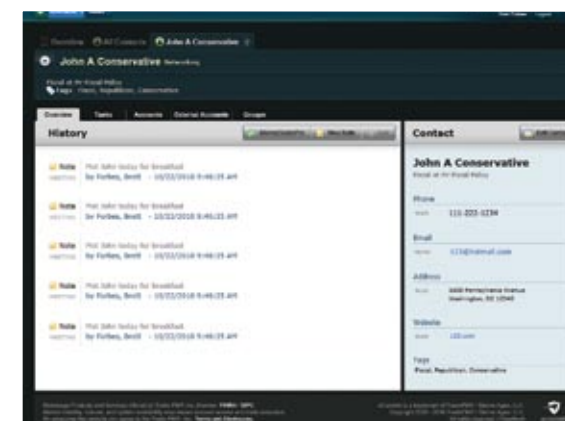
TradePMR offers a performance reporting system that utilizes daily data to produce an individual account report, or a consolidated report over multiple accounts, compared to many popular indexes.

Fee Calculation

The TradePMR workstation includes an internal Fee Calculator that makes it easy to process fees in a timely manner. A variety of per-account settings can be selected for accounts that are outside the default schedule. Fees are then submitted in batches by selecting accounts and reviewing the calculations before processing.

Client Relationship Management (CRM)

An internal CRM allows advisors to manage their client contact information in the same environment where trades, performance, and a variety of other functions are performed. Client contacts are created when an account is opened and advisors can enter notes, upload documents, and schedule tasks.



In addition, TradePMR has partnered with Redtail Technology to deliver its web-based Client Relationship Management (CRM) solutions. Integration allows advisors to update their Redtail CRM database nightly with client data and positions.

The platform can also interface with a variety of popular CRM solutions on the market today.

The Learning Center

In addition to onsite, hands-on instruction, an internal Learning Center provides a wealth of information on the different features and functionality available on the platform. Content is delivered via short, "bite-sized" videos that are both informative and easy to follow. The Learning Center is a great source for initial information while also providing a valuable resource that advisors can refer back to for "just-in-time" information.

FirstClearing
An affiliation of Wells Fargo & Company

**WORLD-CLASS
CLEARING
SERVICES**



A Partnership That Benefits You

As part of our commitment to provide quality service and support to advisors, we have formed a strategic business alliance with one of the nation's leading clearing institutions— First Clearing, LLC.

First Clearing, LLC provides the benefits of a clearing firm with a long heritage in full-service custody and clearing together with the strength of Wells Fargo & Company, one of the nation's strongest financial services companies.

First Clearing, LLC is also a member of the New York Stock Exchange, NASDAQ, and other major exchanges.

A Wide Range of Products and Services

First Clearing's experience in serving some of the most respected securities firms in America allows us to offer you both traditional and innovative financial services.

Advisor Growth Accelerator Program

First Clearing's hands-on coaching program is available to TradePMR advisors free of charge. This is an intense program specifically designed to help TradePMR advisors define their businesses and develop a customized, strategic plan for growth by focusing on asset gathering and client relationship management.

Courses cover First Clearing and applicable Wells Fargo products and services including banking, trust services, as they relate to doing business with TradePMR.

Trust Services

Complete Trust Services through Wells Fargo & Company, Reliance Trust and Advisory Trust (Wilmington Trust Company)

Banking

First Clearing's affiliation with Wells Fargo provides access to a wide variety of full-service banking capabilities for Registered Investment Advisors and their clients

- Enhanced cashiering support including on demand ACH capability
- Asset Management Accounts with unlimited Checkwriting and ATM access
- Decreased overall client expenses

Account Protection

TradePMR is a member of the Securities Investor Protection Corporation (SIPC), a nonprofit, congressionally chartered membership corporation created in 1970. Our clearing firm, First Clearing is also a member of the SIPC. SIPC protects clients against the custodial risk of a member brokerage firm becoming insolvent by replacing missing securities and cash up to \$500,000, including up to \$250,000 in cash, per client in accordance with SIPC rules. (Note that SIPC coverage is not the same as, nor is it a substitute for, FDIC deposit insurance; securities purchased through First Clearing are not FDIC-insured.) For more information about SIPC, please visit sipc.org.

Above and beyond SIPC coverage, First Clearing also maintains additional insurance coverage provided through London Underwriters (led by Lloyd's of London Syndicate) ("Lloyd's") and other insurance companies rated A or better by A.M. Best. For clients who have received the full SIPC payout limit, First Clearing's policy with Lloyd's provides additional coverage above the SIPC limits for any missing securities and cash in client brokerage accounts up to a clearing firm aggregate limit of \$1 billion (including up to \$1.9 million for cash per client). In other words, the aggregate amount of all client losses covered under this policy is subject to a limit of \$1 billion, with each client covered up to \$1.9 million for cash. SIPC and the additional protection from Lloyd's and other insurance companies do not protect against losses from the failure of a security, insure the quality of investments, or protect against losses from fluctuating market value. All coverage is subject to the specific policy terms and conditions.



PARTNERS

Morningstar® Advisor Focused Solutions

In an ongoing effort to provide the most comprehensive platform available, TradePMR is one of the first custodians to integrate Morningstar's Site Builder technology and outstanding content into its web-based advisor workstation. Advisors can generate a Portfolio X-Ray to scan a client's overall portfolio of equities and funds creating a comprehensive picture of the underlying securities and identifying overlaps while highlighting areas for improvement.

TradePMR has also licensed Morningstar's Investment Screener to help Advisors select Stocks, Mutual Funds, and ETFs. The Stock Intersection report allows advisors to evaluate a portfolio's exposure to individual securities and sectors to quickly identify sources of outsized exposure.

The Morningstar Site Builder integration is available free of charge to all TradePMR Advisors.

Capital Market Consultants

Capital Market Consultants (CMC) is an independent investment consulting firm based in Milwaukee, Wisconsin. CMC's exclusive business is to develop and maintain long range investment programs for financial intermediaries. They serve an array of financial institution clients throughout the United States in the banking, trust, brokerage and wealth management industries. Core services include asset allocation, manager and fund research, economic consulting, multi-manager modeling and tactical strategy overlay.

Interactive Data

Interactive Data designs, builds and operates comprehensive, easy-to-use Web-based solutions that can integrate global financial information and proprietary content in visually stunning applications.

With the dynamic conditions of the global financial markets and continued increase in regulation, it is critical that retail banks, private banks, investment companies, online brokers, exchanges and media portals strive to optimize their business processes – while minimizing costs – by using tailored content and interactive analysis of financial market data.

RedTail Technology CRM Solutions

Redtail Technology delivers web-based Client Relationship Management (CRM) solutions for the financial professional. This is not your typical off-the-shelf CRM solution; rather, it is one designed from the ground up to meet the challenging needs of financial advisors. Unlike traditional CRM solutions, Redtail CRM, is easy-to-use, quick to deploy and delivers a rapid return on investment.

Advisor Exchange - Information Exchange for RIA Advisors

Account Aggregation

TradePMR has partnered with Advisor Exchange to integrate its TotalView Account Aggregation into our Advisor Workstation. This provides a comprehensive view of client assets allowing you to better serve your customer's entire portfolio.

Laser App Software

TradePMR's account forms are also available within the Laser App software. Laser App Software is an easy-to-use, interactive form system for independent financial advisors. Laser App uses client data to assist advisors in filling out the redundant fields in securities forms.

MoneyGuide Pro Financial Planning Software

MoneyGuidePro is the first collaborative internet-based software that makes financial planning easy to accomplish. Its unique client-centered approach supports a sophisticated, goal-oriented planning process that is more meaningful to the client and more productive for the advisor.

CalSurance Errors and Omissions Specialists

Errors and Omissions insurance coverage is a necessity for any professional in today's litigious society. TradePMR has worked with CalSurance to offer advisors a competitive Errors and Omissions solution with a group E&O program that can provide RIAs easy access to insurance with eligibility for the vast majority of advisors at very competitive rates. Multiple coverage and limit options enable the RIAs to pay only for coverage they need. Coverage is available for activities of not only RIAs, but also those of securities licensees (i.e., registered representatives) and/or life and health agent activity for an additional optional premium.

Trade Warrior Portfolio Rebalancing for RIA Advisors

Through our integration with Nine Mile Software's TradeWarrior rebalancing system, you can download all of your TradePMR account holdings, transactions, and prices directly into TradeWarrior. This integration provides updated values on all your client positions, which allows you to quickly trade and rebalance your client's portfolios in an efficient manner. In addition, TradeWarrior will export your trading files in a file format that is compatible with TradePMR's trading system, which allows you to execute trades in a timely fashion.

WinWeb RIA Office Cloud

WinWeb is the leading provider of on-demand cloud-based business software combined with real back-office services in the SMB market. WinWeb's RIA Office Cloud is a tailored cloud based and compliant IT back-office solution for Registered Investment Advisors, enabling RIAs to access professional services on a time-shared basis for short-term or long-term demand, enhancing the businesses competitiveness and productivity, while keeping cost down and variable.

WinWeb's services can be categorized into three areas:

1. Cloud Computing Software & Compliant IT Infrastructure
2. Compliant Website, SEO & Social Media
3. Professional Back-Office Services

We are committed to servicing Registered Investment Advisors

At TradePMR, our mission is to provide financial advisors with the support and services they need to grow their businesses. With that sole purpose in mind, our firm is committed to adhering to the following principals:

Provide the highest level of service and support while operating honestly, fairly and with all due diligence and integrity.

Ensure our success through elevating our advisors to reach their full potential.

Expand existing technologies and develop new and improved technologies to offer state-of-the-art products and services to our advisors.

Exceed our advisors' expectations of service and support by pursuing cooperation, collaboration, and character.

Continue to research, study, and expand our knowledge of the industry to ensure healthy growth and lasting relevance.

Embrace hard work, efficiency, and consistency as the significant differences between being good and being great.

Insurance Coverage

Business Continuity Protection

TradePMR has developed a Business Continuity Plan to address our response to events that may significantly disrupt our business operations. Since the timing and impact of disasters and disruptions is unpredictable, we will have to be flexible in responding to actual events as they occur. With that in mind, we have prepared and posted our business continuity plan on our tradepmr.com website. Note that certain elements of the plan are not displayed due to privacy and other security considerations.

Privacy/Confidentiality

In November 1999, Congress passed major changes to modernize the laws that govern the financial services industry, including those designed to safeguard individual privacy. At TradePMR, Inc., protecting our clients' privacy is paramount; we recognize that an individual's financial matters are extremely private and sensitive in nature. These laws and regulations, combined with our long-standing firm policies, enable us to protect your privacy and, at the same time, provide you with a broad range of high quality accounts and services.

We collect only the information that is required to provide you with the highest quality professional services or that is required by law and regulation. This nonpublic personal information about you is collected from the following sources: information we receive from you on applications or other forms; information about your transactions with us, our affiliates, or others; and information we receive from consumer reporting agencies as needed.

Employee access to customer information is restricted to those who have a legitimate need to know in order to provide you with our professional services, or to comply with laws and regulations. We maintain both physical and electronic safeguards in accordance with federal law and regulatory standards; any employee who has access to individual information receives training and is required to follow company procedures designed specifically to keep that information confidential. Please notify us if it ever appears that our records contain incomplete or inaccurate information about you. We will promptly investigate your concerns and make any necessary corrections.

We provide information to outside vendors only to the extent necessary to complete your financial transactions, to keep you fully informed as to these transactions, and to maintain our professional relationship with you. Any information that we must provide these outside vendors is restricted as to content and recipient. Any organization that receives such information must provide us with a copy of its privacy policy, and each policy will be reviewed to ensure that it is sufficient to meet TradePMR's client information privacy standards. Under no circumstances whatsoever will TradePMR sell information about you or your business to any vendor, public or private.

Protecting your privacy is an ongoing process. As technology continues to advance, TradePMR will continue to evaluate its security standards and procedures in order to protect your information with the best available means. Nothing is more important to us than our clients' trust and confidence, and we will do whatever it takes to maintain the security of our professional relationships.

Identity Verification

TradePMR, Inc. will use all means necessary to verify the information given on accounts, including the use of third party credit agencies, to comply with all government and industry regulations on Money Laundering. Failure to provide adequate and correct information on any account will result in reporting to the proper enforcement agency.



Clearing Arrangement

Trade-PMR, Inc. has entered into an agreement with First Clearing, LLC to execute and clear securities transactions for all accounts. First Clearing will carry and maintain these accounts (as defined by SEC Securities Investors Protection Act) under the terms of the fully disclosed clearing agreement, except as may otherwise be provided in the included Client Account Agreement.

Operating under the exception of SEC Rule 15c3-3(k)(2)(ii), TradePMR does not hold or take possession of client funds or securities.

Member FINRA/SIPC

TradePMR is a member of both the SIPC (Securities Investors Protection Corporation) and FINRA (Financial Industry Regulatory Authority). To contact the SIPC, visit their website at www.sipc.org or call 202-371-8300. FINRA has a public disclosure program known as BrokerCheck® that allows clients to obtain background information on investment professionals and brokerage firms at www.finra.org or via the BrokerCheck® hotline at (800) 289-9999 Monday through Friday 8 a.m. – 8 p.m., Eastern Standard Time.

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