



ONE PERSHING PLAZA, JERSEY CITY, NJ 07399 • 800.445.4467 • JIM DARIO, MANAGING DIRECTOR

Our Firm

Pershing Advisor Solutions is dedicated to serving registered investment advisors and is uniquely positioned to meet the needs of Family Offices. We bring an undivided focus, a deep understanding of your business challenges, and proven thought and technology leadership to a rapidly changing industry. We are an affiliate of Pershing LLC, the industry's leading global provider of financial business solutions, with more than \$802.7 billion in assets under custody for customers in more than 40 countries. Pershing's parent company, BNY Mellon, is the oldest, continuously operating bank in the United States and ranks among the world's largest financial services companies with more than \$22.4 trillion in assets under custody and administration (as of March 31, 2010) around the globe.

Our Unique Approach

Pershing exclusively serves only three customer segments: RIAs, broker-dealers and hedge funds. That means we bring extensive experience in supporting financial service companies like yours. We offer a strategic partnership designed to help you deliver a competitive solution, while managing in a difficult business environment and meeting the complex needs of your clients. Having no retail channel, you benefit from our full focus and resources as we work to build your brand and solutions to help your business grow.

Our Strengths

Pershing Advisor Solutions offers a highly custom, comprehensive range of institutional-quality global solutions to help meet your needs. Whether you're looking to attract assets, improve margins or take your business in new directions, Pershing Advisor Solutions can help turn your vision into reality. Working with our affiliate Pershing, we deliver dependable operational support, robust trading services, flexible technology, an array of investment solutions, practice management support and service excellence. Through an innovative custody platform, we deliver superior expertise and scalable, customizable solutions to help family offices manage and grow their businesses.

AT A GLANCE

Office location(s): Jersey City, NJ, Lake Mary, FL, Quincy, MA, Charlotte, NC, Greenwood Village, CO, San Francisco, CA, Phoenix, AZ, Oak Brook IL

Years in business: Pershing has served independent registered investment advisors since 1994, but expanded its commitment to meeting the needs of the segment in 2005 through the launch of Pershing Advisor Solutions LLC.

Number of Customers: 578

Assets Under Management: \$74.7 billion

Providing fee-based services to advisors for 15 years

Our Typical Client

Pershing Advisor Solutions is dedicated to serving an exclusive group of growth-minded advisors seeking a custodian with programs and services designed to meet the complex and sophisticated needs of their high-net-worth clients.

New In 2010

NetX360™ provides one complete solution to manage a firm's business. With NetX360™, you gain an environment that is tailored to your business. The NetX360™ platform is designed to offer your Family Office fully-integrated workflows, consolidated reporting, holistic views of your client relationships and a true choice of multiple best-of-breed applications for each business function.

NetX360™ will help Family Offices effectively manage their client relationships through market data, news, tools and research from the most respected content and solution providers in the industry. NetX360™ users will be able to connect to premium performance reporting, client relationship management and financial planning solutions from Black Diamond Performance Reporting™, Redtail CRM and MoneyGuidePro™ Financial Planning.