Cetera Investment Management

Enhancing Your Client Experience: Supporting Investment Needs

Problem

Financial professionals are facing three primary investment issues: uncertain financial markets, which investments or money managers to use, and how to allocate those investments to minimize risk or maximize returns.

Solution

Cetera Investment Management can help make sense of the markets with timely analysis and thought leadership and support asset allocation with money management, portfolio guidance, manager guidance, and documentation.

Overview

Cetera Investment Management provides an arsenal of tools and resources to help financial professionals address common market challenges and scale their investment management business. For financial markets, the team offers daily, weekly, monthly, quarterly, and ad-hoc written and video perspectives. For investment allocation, the team provides two sets of portfolios (strategic and tactical) and supporting documentation. For investments, the team creates lists of recommended managers and supporting documentation, along with full discretionary portfolios for those who prefer to outsource all investment responsibilities.

Key Differentiators

No asset management fees charged

Offers comprehensive analysis, turning complex topics into client-friendly and easy-to-understand communications.

Reduces regulatory risk with our investment process and documentation that financial professionals can leverage and keep.

Models created by the team are **proprietary** and only available to Cetera-affiliated financial professionals. Portfolios are **independently run** and feature a **variety of fund families**.

Model performance and growth has been strong.

Key Drivers of Success

- Peer and benchmark relative performance
- AUM growth
- Overall client preparedness and satisfaction

Additional Benefits

- Can use Cetera Investment Management resources to make the transition to fee-based business
- Using the team's portfolios can help when selling a book of business to another Cetera financial professional: smooth transition of investments, and clients maintain their same investments and process

Ideal Users

All financial professionals can benefit from using Cetera Investment Management's tools and resources, especially those who prefer to outsource investment responsibilities.

Cetera®

Testimonials

"The team at Cetera Investment Management is an absolute integral part of our business. The depth of knowledge, guidance and responsiveness they have provided us over the years with portfolio and investment analysis and their market insight has been truly invaluable!

Pamela Eckenrode
Cetera Advisor Networks

"As regulatory elements of building and maintaining a quality investment management program continue to grow, I so appreciate adopting CIM as my back-office team. I know that I have the processes and procedures well structured and documented to compete and to be compliant."

William LaVanne
Cetera Advisor Networks

Related Tools and Resources

- Learn more about Cetera Investment Management with our:
  - Advisor-facing brochure
  - Client-approved brochure
  - Asset allocation process brochure
- Review the Research Select List for investment recommendations across various sectors.
- Share the public CIM page with clients.
- Use the Daily Market Briefing to review all the team's current publications and recommendations. Sign up for this email newsletter today.
- Stay informed with Cetera Investment Management's latest client-approved recaps, commentaries, and market outlooks.
- Access our credentialed investment team, including CFA Charterholders and MBAs.

Get Started Today

Making sense of the market doesn't have to be complicated. The Cetera Investment Management team is here to help you create informed, scalable investment recommendations.

Get in touch with the Cetera Investment Management team by contacting research@cetera.com.