



ADVISOR TECHNOLOGY

Proposal Builder.

Create personalized proposals quickly and easily

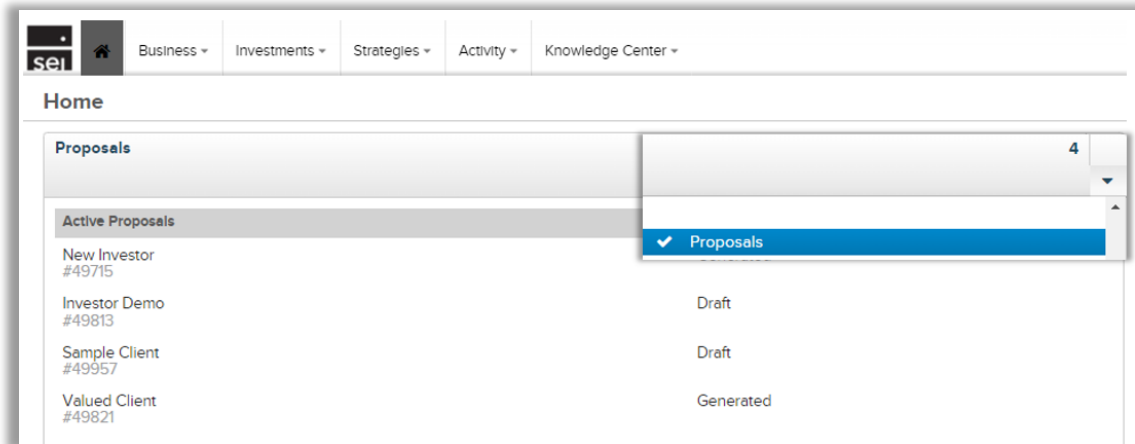
Table of Contents

- Proposal Builder Access** 2
- Create New Proposal**..... 3
 - Add Advisor & Owner 3
- Checklist** 3
 - Proposed Accounts 3
 - Risk 4
 - Select Investments 4
- Investment Selection** 3
 - Favorites 5
 - Explore SEI 5
- Fees**..... 5
- Current Accounts**..... 7
- Tax Transition Analysis**..... 7
- Goals** 7
- Presentation Settings** 8
- Presentation Checklist** 8
 - Personalize the proposal and IPS 9
- Investment Selection - Managed Accounts**..... 10
- Proposal Dashboard** 11
 - Proposal Status 11
 - Actions..... 11

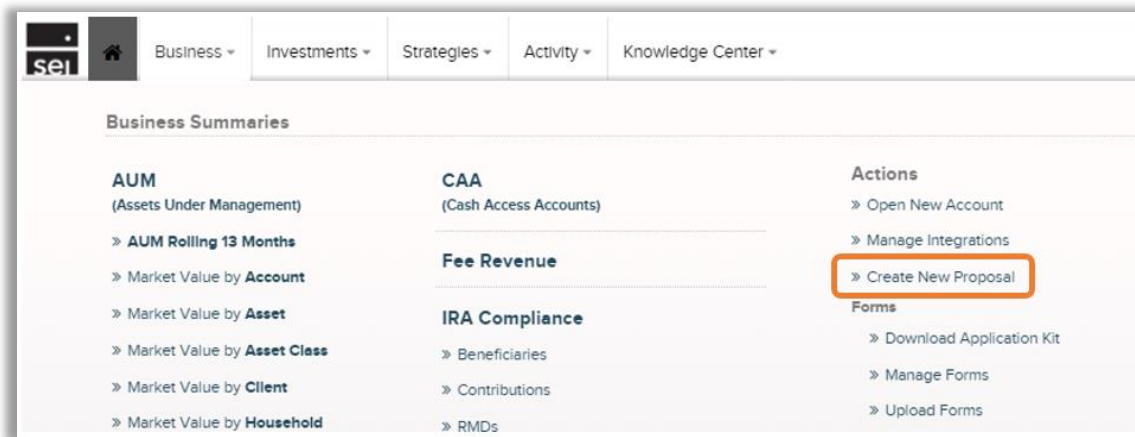
Access

There are three places to access Proposal within the SEI Wealth Platform:

Proposals portlet: On the Home screen of SEI Advisor Center, select any of the four drop down carrots and choose **Proposals** from the drop down list. This is a high-level view of any active proposals you are currently working on. You will see the total number of proposals, proposal name along with proposal ID number, and status. You can select on the Proposals header to open up the full dashboard or select any proposal from the list to access that proposal.

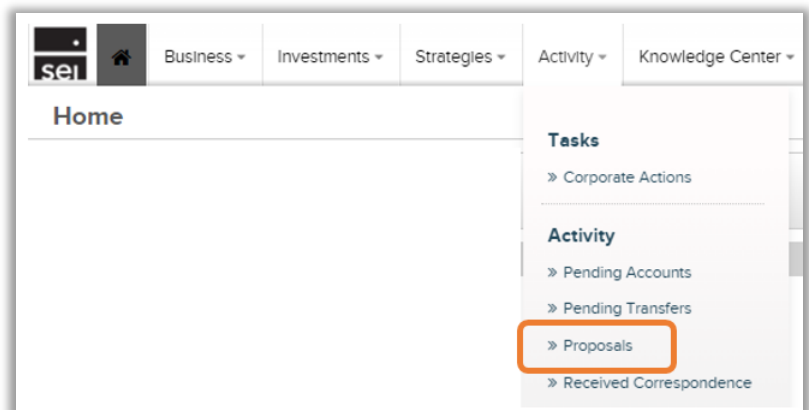


Business Menu: From the **Business** menu Actions, select **Create New Proposal**.



Activity Menu: Select **Activity** and then **Proposals** from the drop down list. This link will take you to the proposal dashboard where you will have the option to view and edit existing proposals or create a new one.

The proposal dashboard will be covered later in this guide.



Create New Proposal

Select **Create New Proposal** under Actions from the Business menu.

Advisors: Select the **Primary Advisor** and add an additional advisor(s) if applicable.

Search Owners: Start typing the prospect or clients name. Select the existing profile or **Create New** from the drop down.

Choose **Add Owners** to include additional owners in the proposal or use the trash can icon to remove owners.

Select **Start**.

Checklist

The checklist is where you will propose accounts, analyze advisor and investment cost, add current account data, conduct a tax impact, and add goals.

At this point you can **Save & Exit**. You can access the draft from the Proposals Dashboard, which we will cover later in this guide.

Proposed Accounts: Select **Start**. Fill in the proposed amount of the account and select the account type. This guide will take you through an individual account.

Select from one of 4 investment programs. If you are unsure which investment program to select please reach out to our sales or service team.

- Mutual Fund Strategies and Custom Strategies
- Managed Account Solution
- Distribution Focused Strategies
- Custom High Net Worth Strategies

Select the account owner and **Add Account(s)** if applicable.

Select Investments:

Risk Tolerance

You have 3 ways to choose to get risk:

- **Complete Questionnaire** - Complete 10 questions to calculate risk
- **Select Low / Medium / High** - Choose risk level. Use this approach to quickly translate output from 3rd party risk tools
- **Skip** - You can skip risk altogether

The screenshot shows the 'Risk Tolerance' section of the 'Investments' tab. It includes a notification: 'A risk tolerance questionnaire may be required to implement this account'. Below this, there are three options under 'Get Risk By:': 'Complete Questionnaire', 'Select Low / Medium / High Tolerance', and 'Skip'.

Investments

- **Model Investments** - Select Additional Investment
- **Non Model Investments** - Select the Portfolios drop down. Choose from Advisor Guided, Asset Transit, Client Directed, and Holding Money Market. The available options will vary based on Investment Program and broker dealer rules.

The screenshot shows the 'Investment Selection' section of the 'Investments' tab. It features two main categories: 'Model Investments' with a value of '\$0.00' and a dropdown for 'Additional Investment'; and 'Non Model Investments' with a value of '\$0.00' and a dropdown for 'Select Portfolios'.

Investment Selection

Once you select Additional Investment you are brought to the Investment Selection screen. There are 2 ways to search for models: Favorites and Explore SEI.

Favorites:

- **Previously Used** - Will populate over time as Proposal Builder learns your most frequently used models
- **Firm Strategies** - Firm created models will be available automatically after creation

The screenshot shows the 'Investment Selection' screen for a 'Sample Client'. It has two tabs: 'Favorites' (selected) and 'Explore SEI'. There is a 'Create UMA Model' link. Under the 'Favorites' tab, there are two categories: 'Previously Used' and 'SEI Demo Firm Strategies', each with a dropdown menu.

Explore SEI: Filter and sort by one or more options.

- **Investment Program** - Options will vary and are based on your selection from the Proposed Accounts section
- **Target Funding Range** - Select a dollar range to ensure you're presented with models for which the investment minimum can be met
- **Risk** - Select risk tolerance on the scale to sort results
- **Objective** - Select investment approach to sort results

The investments shown will match the criteria you have selected. Hover over the investment to **Add** the model to the proposed account or **Expand** to view investment details.

The investment details will provide: risk, investment cost, asset allocation, projected return, standard deviation, and holdings.

Once you **Add** the model investment you will be able to add an **Additional Investment(s)**. You may also add Non Model Portfolios.

Enter the proposed funding amount next to each model and non-model investment you have added.

Save & Exit once you have added all of the proposed investments. Use the **Trash Can** icon to remove investments and select **Prev** to go back to the Risk Tolerance screen.

SEI Tax-Aware Moderate Growth Strategy
Diversified asset-allocation strategies using SEI Funds

Medium Risk | 0.93% Inv. Cost | EQ 60% | FI 39% | ALT 0% | Multi 0% | Cash 1%

Add

Strategies that are built on long-term capital-market assumptions and adhere to strategic allocations

Projected Return 7.73% | Standard Deviation 10.08% | Growth Focus

0.93% Investment Cost = 0.93% Fund Expense + 0% Management Fee + 0% Platform Fee

Category	Fund Name	Allocation
Equity	Emerging Markets Equity Fund (SIEMX)	6%
	International Equity Fund (SEITX)	12%
	Tax-Managed Large Cap Fund (TMLCX)	36%
	Tax-Managed Small/Mid Cap Fund (STMSX)	6%
Fixed Income	Emerging Markets Debt Portfolio (SITEX)	4%
	International Fixed Income Fund (SEFIX)	6%
	High Yield Bond Fund (SHYAX)	4%
	Intermediate-Term Municipal Fund (SEIMX)	25%
Cash	Cash & Equivalents	1%

Sample Client

Risk: LOW — MED — HIGH (Tolerance: MED, Investment: MED)

Model Investments: \$250,000.00

SEI Tax-Aware Moderate Growth Strategy | \$250,000.00

The amount entered is the proposed funding amount.

Additional Investment

Non Model Investments: \$0.00

Select Portfolios:

- Advisor Guided
- Asset Transit
- Client Directed
- Holding Money Market

Buttons: Cancel, Prev, Next, Save & Exit

Sample Client

Proposed Accounts: \$260K

First Owner | Account Market Value: \$260,000.00 | Risk Tolerance: Medium

Model Investments: \$250,000.00

- SEI Tax-Aware Moderate Growth Strategy: \$250,000.00

Non Model Investments: \$10,000.00

- Holding Money Market: \$10,000.00

Fees

Fee Analysis for Me: This feature allows you to view all details related to Advisor Fees and Investment Cost (Fund Expenses + Management Fees + Platform Fees). To assign an advisor fee select **Edit**.

By default you will see an Advisor Fee of 0%. Select the **Pencil** to edit the advisory fee.

Fees | Edit

Fee Type	Rate	Amount
Advisor Fee	1.00%	\$2,600
Investment Cost	0.88%	\$2,297
Fund Exp	0.88%	\$2,297
Mgmt Fee	0.00%	\$0
Platform Fee	0.00%	\$0
Cost to Client	1.88%	\$4,897

Fee Analysis for Me

Sample Client

SEI Accounts

Advisor Fee: 0.00% / \$0

Sample Client | Inv. Cost: 0.91% | \$2,264.84

Flat Fee - Enter the flat fee rate by either percentage or basis points and then select **Done**.

Firm Fee Schedule - Select the drop down and change to Firm Fee Schedule. Select from your firm's existing tiered or banded schedule(s).

If you need to create a new Firm Fee Schedule, you can create one using the Manage Fees action from the Business menu. It will then be available for assignment within Proposal Builder automatically.

When selecting a tiered or banded firm fee schedule you have the option to select Yes for Fee Group Discount. By selecting Yes the Advisor Fee amount will be calculated based on the aggregate total of estimated funding values rather than by individual account.

You can apply different fee schedules to each account by dragging an account to the drop box using the grip icon. An additional box labeled Advisor Fee 2 will appear.

The heads up display provides summary information on the Advisor Fee, Investment Cost and Cost to Client.

Fee Based AUM \$600K	Inv. Cost 0.87% \$5,195.04	Fund Exp 0.87% \$5,195.04	Mgmt Fee 0.00% \$0.00	Platform Fee 0.00% \$0.00
Est. Advisor Fee 0.80% \$4,800.00		Cost to Client 1.67% \$9,995.04		

Current Accounts - Optional

Add your client's current taxable held away account so you can perform a tax transition analysis.

Upload an Excel file with your client's taxlot details. Select the **Template** for general instructions and to view the required Excel file fields.

Tax Transition Analysis - Optional

Add the account owner. Edit the tax rate details to more accurately estimate the client impact. Select the current and proposed account(s). Change the disposition method if needed. Select **Submit**.

From the checklist you may edit the tax transition analysis and download your report. The report will contain estimated tax cost, estimated tax savings, and short & long term gain/loss.

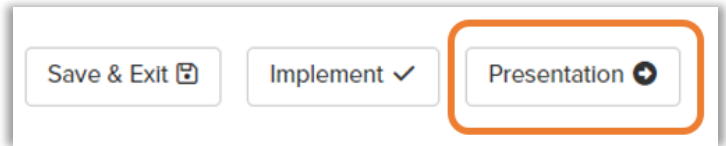
Goals - Optional

You have the option to add goals to the proposal, at this time you can add up to 2 goals. Enter a goal name, select goal type and priority from the drop down. Enter a start and end date, amount, and frequency.

The ellipses (three dots) at the top of the checklist will allow you to **Rename** the proposal, **Edit** the proposal or **Delete** the proposal.

Presentation Settings

Select **Presentation** to begin personalizing the Proposal and Investment Policy Statement (IPS) PDF output.



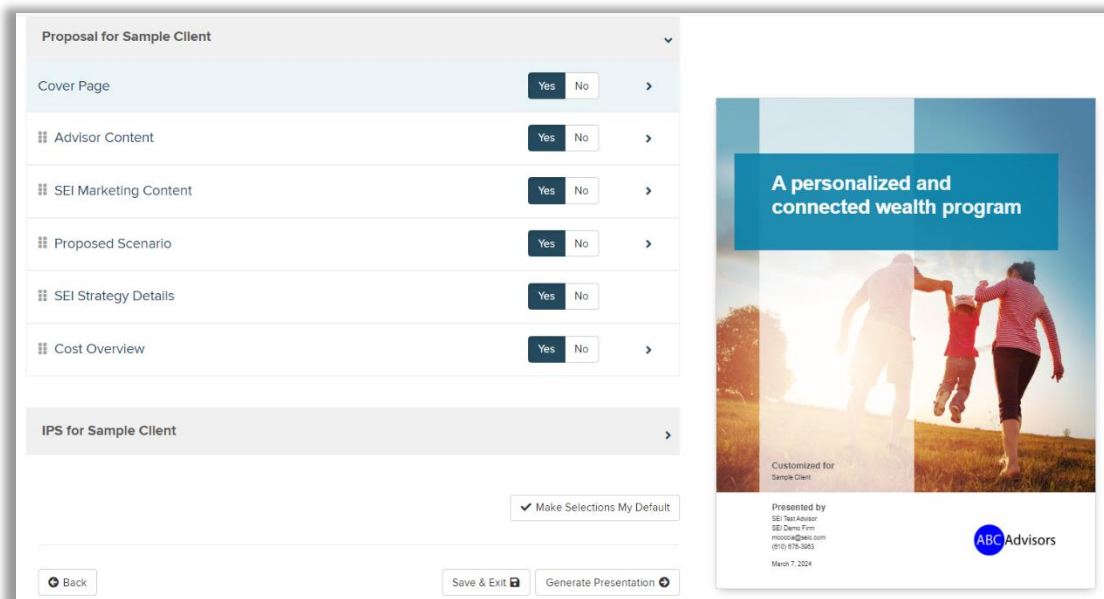
Presentation Settings: If needed you can edit the firm and advisor display name and save as a default. You may also edit the client display name.

Presentation Options: Include or Exclude the Proposal and IPS. Select **Next**.

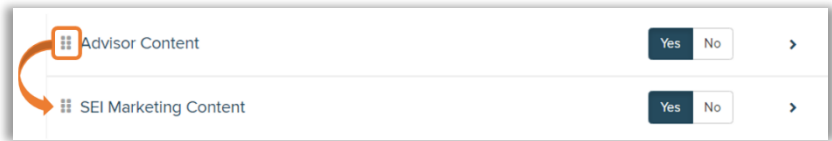
A screenshot of a web form titled 'Presentation for Sample Client'. It is divided into two main sections: 'Presentation Settings' and 'Presentation Options'.
Presentation Settings:
- Firm Display Name: Input field containing 'SEI Demo Firm'.
- Advisor Display Name (Optional): Input field containing 'SEI Test Advisor'.
- Save as presentation default: Radio buttons for 'Yes' and 'No', with 'No' selected.
- Client Display Name: Input field containing 'Sample Client'.
Presentation Options:
- Proposal: Radio buttons for 'Include' and 'Exclude', with 'Include' selected.
- IPS Report: Radio buttons for 'Include' and 'Exclude', with 'Include' selected.
At the bottom, there are 'Back' and 'Next' navigation buttons.

Presentation Checklist

The presentation checklist allows you to further personalize the Proposal and IPS and preview your selections in real time. Each document is organized into sections and each section can be included or excluded. Expand to view sub-sections and/or configuration options.

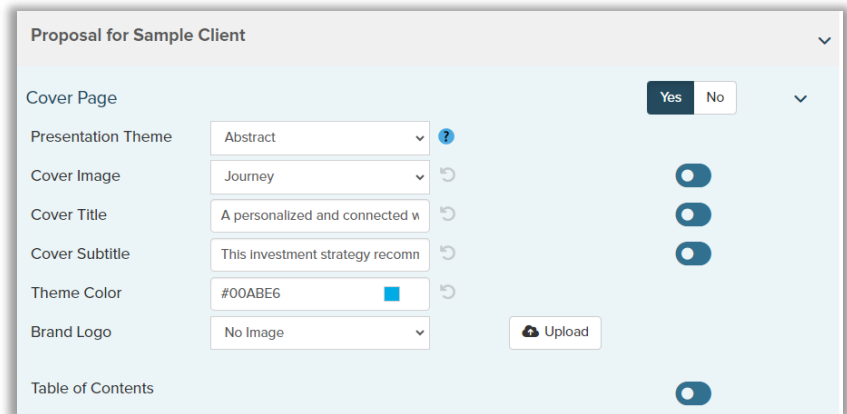


Sections can be re-ordered by selecting the grip icon.



Proposal & IPS Cover Page:

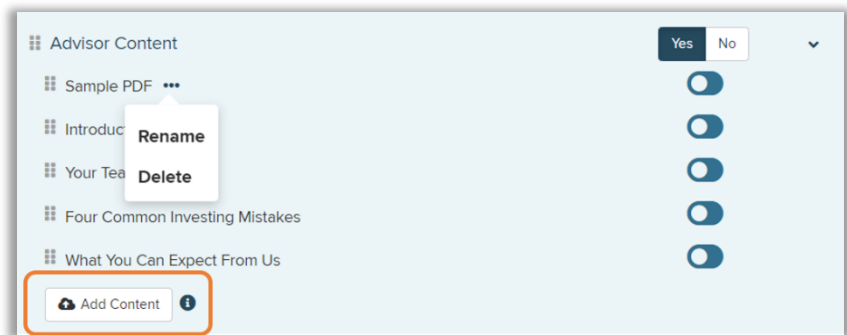
The cover page allows you to personalize each proposal through a diverse set of cover images, including a custom image, and a cover title. The remaining options allow you to brand the proposal by selecting your colors and upload your logo.



Advisor Content:

Add your own custom content by selecting **Add Content**. Up to 10 PDFs can be uploaded.

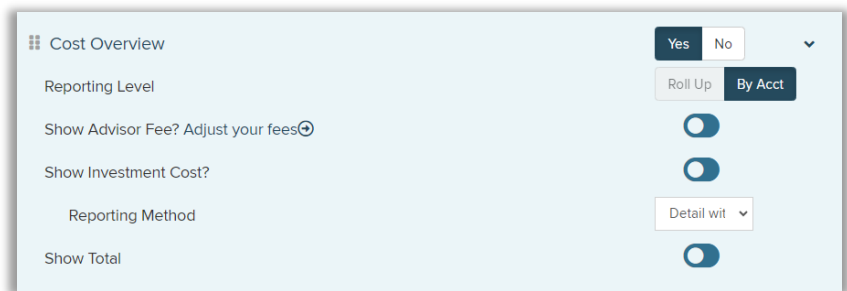
Use the 3 dots to **Rename** or **Delete** your custom content.



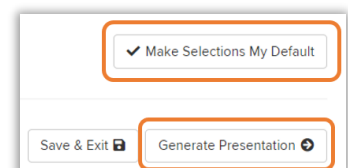
Cost Overview:

Customize how the cost page is displayed within the proposal output PDF. Use the quick link to adjust your advisory fee.

- Reporting Method - Allows you to select the level of detail to be shown on the Cost Overview
 - Detail with Fund Expenses - Displays the investment cost details including both Management Fee and Fund Expense
 - Detail w/out Fund Expenses - Only includes the Management Fee (if applicable) portion of the investment cost
 - Summary with Fund Expenses - Includes both the Management Fee and Fund Expense total percentage but displays as one line item "Investment Cost"



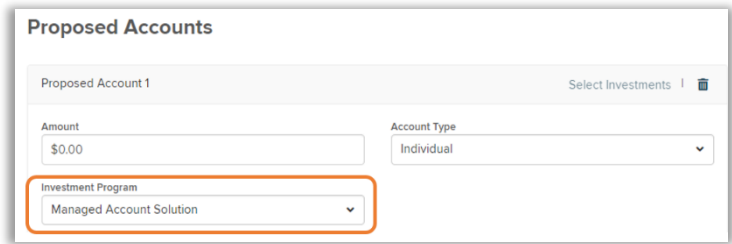
If you wish to reuse your selections going forward, make your selections the default. Select **Generate Presentation** to generate the PDFs.



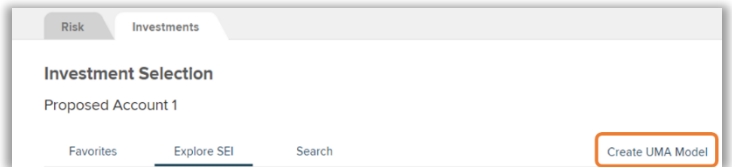
Investment Selection - Managed Accounts

Individual money managers can be accessed through a Unified Managed Account Model (aka UMA model).

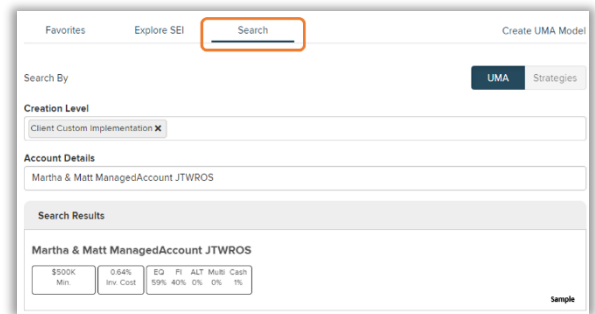
Within Proposed Accounts select Managed Account Solution as the Investment Program.



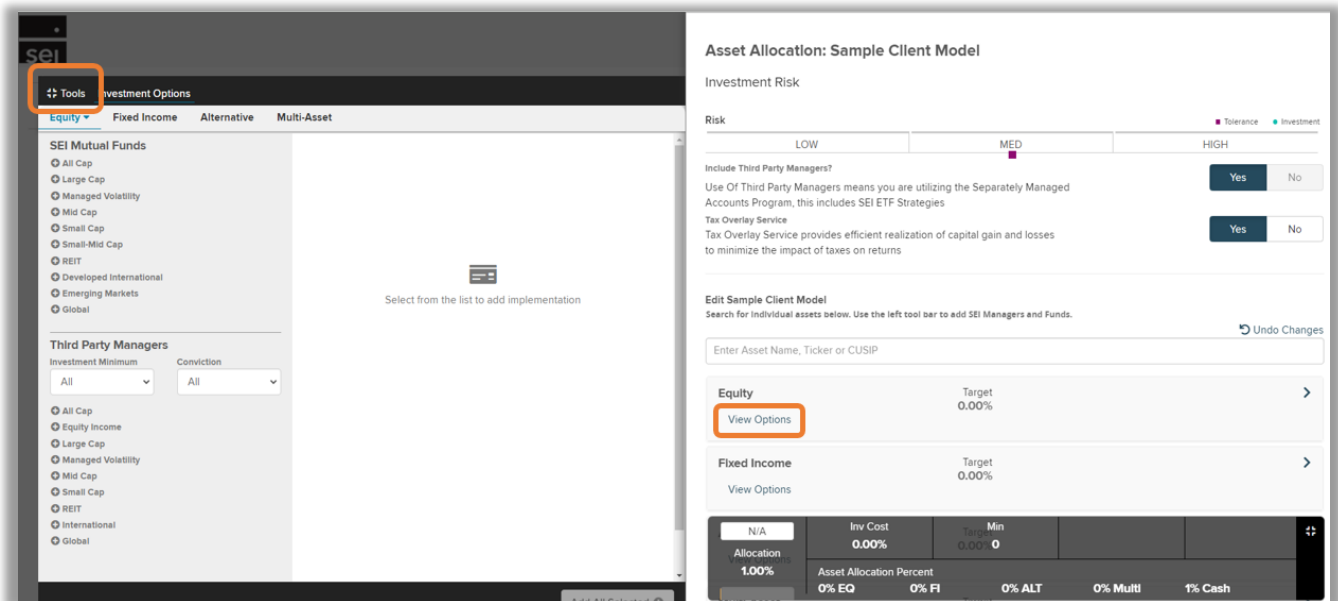
On the Investment Selection page you can select an SEI model(s) or **Create UMA Model**.



You can also copy the UMA model from another client account by using the **Search**. At creation level select **Client Custom Implementation** from the drop down and search for the account.



Once you select Create UMA Model you will be taken to a blank Asset Allocation page where you can open the Investment Options in the Tools box or select View Options next to an asset allocation category. Search and add managers, strategies, and assets until you reach 100% allocation. The heads up display at the bottom of the page will keep track of total model percent allocation, investment cost, minimums, and asset allocation.



Proposal Dashboard

The screenshot shows the SEI Proposal Dashboard. At the top left, there is a summary box with 'Active Proposals' (3) and 'Value' (\$485,000.00). A 'Start New Proposal' button is located at the top right. Below the summary, there are filters for 'Filter by Advisor(s)' and a search bar. The main content is a table with columns: Proposal Name, Status, Advisor Name, Target Funding, Last Changed, and Actions. The table contains three rows of data.

Proposal Name	Status	Advisor Name	Target Funding	Last Changed	Actions
New Investor	Generated	Advisor, SEI Test	\$135,000.00	02/20/2024	Edit Download Implement Archive
Sample Client	Draft	Advisor, SEI Test	\$200,000.00	02/20/2024	Edit Download Implement Delete
Valued Client	Draft	Advisor, SEI Test	\$150,000.00	02/20/2024	Edit Download Implement Delete

The proposal dashboard provides summary information for active proposal(s) you and your team are working on. You can filter by Advisor, search for a specific proposal, or sort columns by selecting the column name.

The dashboard has two views, and as you progress through the proposal workflow, the proposal's status in the dashboard will change:

Active:

Draft: Some data entry has been completed, but a presentation has not yet been generated.

Generated: Data entry is complete, and a presentation has been generated.

Archived:

Implemented: Your client accepted the proposal, and you have begun implementing it.

Archived: You and your client decided not to proceed with the proposal.

Actions

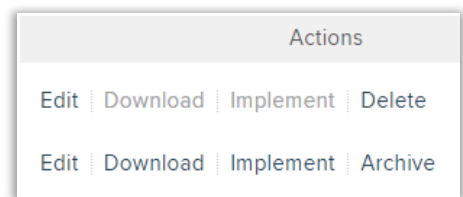
Edit: Selecting Edit will allow you to modify and make changes to the proposal.

Download: Selecting Download will allow you to get a copy of a proposal you have already generated a presentation for and saved.

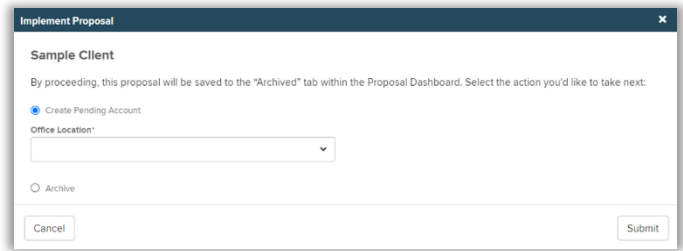
Delete: You can delete a proposal as long as a presentation has not been generated, for example, you worked on data capture for the proposal but never actually selected to generate a presentation.

Archive: Moves the proposal off of the Active view without implementing to digital account open.

Implement: Selecting Implement will change the Status to "Implemented" and the proposal will be saved to the Archive tab within the Proposal Dashboard.



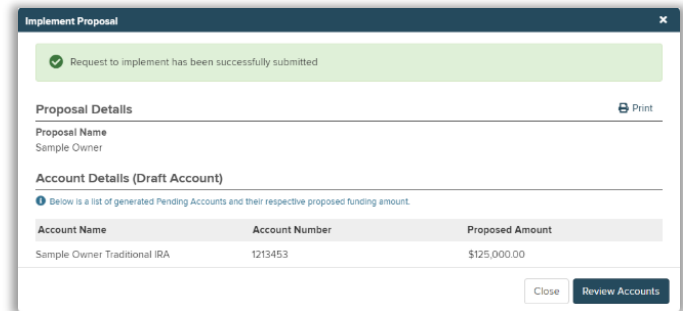
Select **Create Pending Account** to move forward with opening the account(s).



The 'Implement Proposal' dialog box for 'Sample Client' shows the 'Create Pending Account' option selected. It includes a dropdown for 'Office Location', an 'Archive' radio button, and 'Cancel' and 'Submit' buttons.

You will be presented with a confirmation screen which displays the preassigned account number for the pending account(s).

Select **Review Accounts** and you will be directed to the pending accounts dashboard within digital account open.



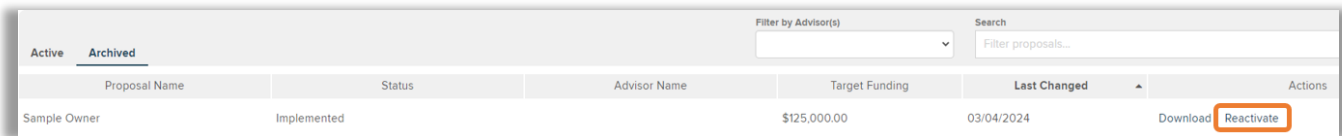
The confirmation screen shows a green success message: 'Request to implement has been successfully submitted'. It displays 'Proposal Name: Sample Owner' and a table of 'Account Details (Draft Account)'.

Account Name	Account Number	Proposed Amount
Sample Owner Traditional IRA	1213453	\$125,000.00

Buttons for 'Close' and 'Review Accounts' are at the bottom right.

Once you implement a proposal into digital account open, the proposal will be moved to the archived tab within the proposal dashboard. You will be able to download or reactivate the proposal.

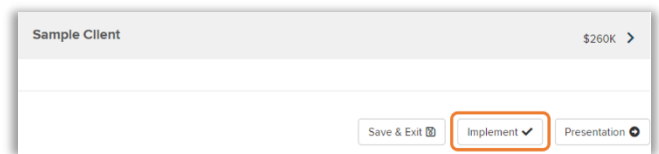
You should reactivate the proposal if you need to make any changes. Reactivating the proposal will delete the pending account(s). Proposals can only be reactivated when accounts are in Draft or Awaiting Advisor Approval status.



The 'Archived' tab in the proposal dashboard shows a table with columns: Proposal Name, Status, Advisor Name, Target Funding, Last Changed, and Actions. A 'Reactivate' button is highlighted in the Actions column for the 'Sample Owner' proposal.

Proposal Name	Status	Advisor Name	Target Funding	Last Changed	Actions
Sample Owner	Implemented		\$125,000.00	03/04/2024	Download Reactivate

You may also implement the proposal at the bottom of the checklist.



The 'Sample Client' checklist shows a button labeled 'Implement' with a dropdown arrow, which is highlighted with an orange box. Other buttons include 'Save & Exit' and 'Presentation'.