

# Bloomberg solutions for private wealth advisors

Bloomberg Terminal

Overview

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## Index

- 02** What it takes to keep your business growing
- 03** Managing client relationships
- 04** Prospecting for new clients
- 05** Researching investment ideas and performing due diligence
- 05** Staying in tune with investor's ESG goals
- 06** Planning and managing portfolio performance
- 07** Professional development
- 08** Tools and resources

# Creating value for you and your clients

As a private wealth advisor, the planning and performance of your portfolios is of utmost importance to the reputation and strength of your business. What sets your business apart from the competition is the quality of information you provide and insights you offer. From the macroeconomic forces that shape the markets to the corporate actions behind the earnings estimates of individual companies, the Bloomberg Terminal® will keep you on top of what is happening and why and provide you with the resources and tools to keep you ahead of the game.

When crafting a pitch to potential or existing clients, the quality and value of this information can turn your pitch from competent to compelling, with Bloomberg behind you all the way.

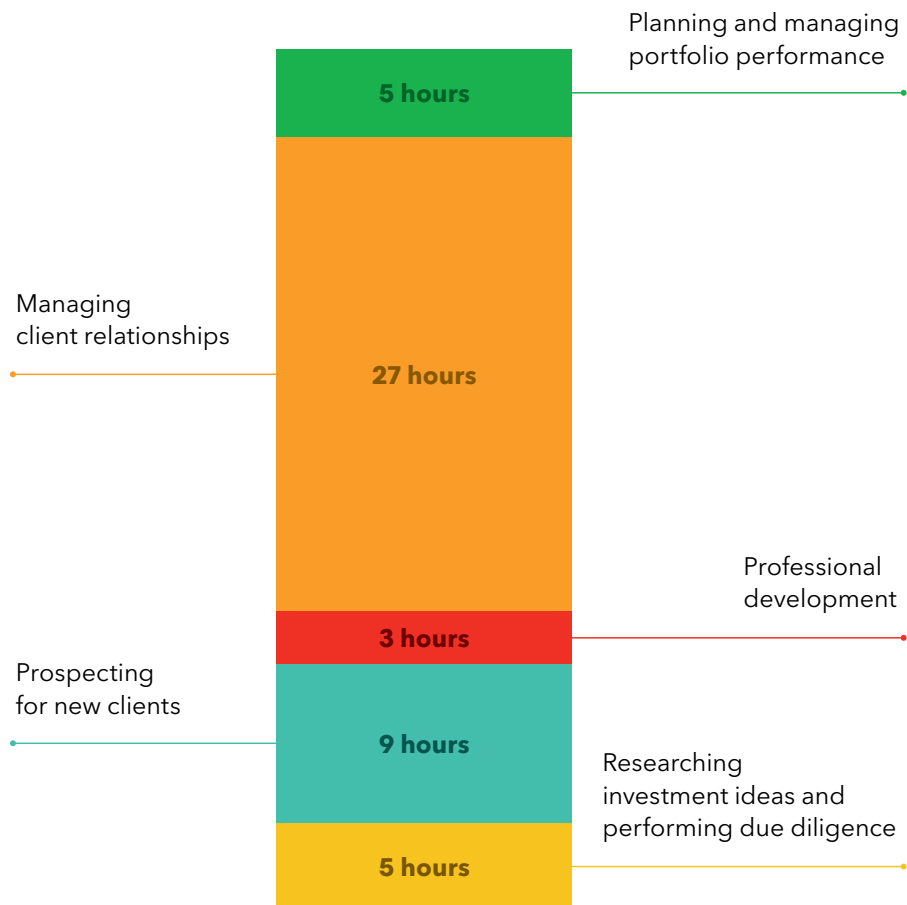
# What it takes to keep your business growing

The work you do every day is not a linear process – clients expect you to be an expert at multi-tasking to be able to meet their wealth management goals.

So, you should have the resources and tools to help you achieve optimal performance.

## Hours spent by the typical financial advisor across various weekly tasks

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# Managing client relationships

Out of an estimated 49 hours a week, the average advisor spends 27 hours managing client relationships: nine hours per week meeting with existing clients, five hours preparing for meetings, seven hours supporting financial planning, investment and other analytical work and six hours on client servicing tasks. You are a master at managing your client relationships – we can help make the rest of your week more efficient by helping you to:

- Educate your clients on key trends and issues that impact their investments (e.g., the Coronavirus, geopolitical unrest, etc.)
- Prepare for meetings with Microsoft® Excel and Powerpoint templates that bring together our data and analytics
- Answer questions with insights derived from a network of more than 250 experienced research analysts

With Bloomberg, we help you save time so you can focus on what matters most for your clients.

# Prospecting for new clients

Your business remains a leader in the private wealth field by being able to generate new business. To stay relevant, you need the tools to stay at the forefront of generational shifts. We can help you:

- Quickly identify liquidity events by individuals and originating from companies.
- Create comprehensive prospect lists in your region.
- Identify management, board members and insiders in your company list.

On the Terminal, you can screen through our network of individuals and set alerts for job changes and other movements within and between companies.

Hide Criteria	Results (21/21)	First Name	Last Name	Company	Title	Location
Contact	1	Joshua M	Emanuel	Wilshire Assoc Inc	Chief Invs...	Santa Monica
<Name>	2	Joseph E	McAdams	Anworth Mortgage ...	President/...	Santa Monica
<Focus>	3	Vijay	Srinivasan	Scarsdale Capital L...	Chief Inve...	Santa Monica
Career	4	Michael A	Rosen	Angeles Investmen...	Chief Invs...	Santa Monica
<Company / Fund>	5	Ronald Dean	Mass	Almitas Capital LLC	Chief Invs...	Santa Monica
Chief Investment Officer	6	Carl	Goldsmith	Beach Point Capital	Co-CEO/Co...	Santa Monica
Santa Monica	7	Tom	Giovine	Giovine Submanag...	---	Santa Monica
<Industry of Company/Fund>	8	Bret M	Ackerman	Anato Investment ...	Chief Inve...	Santa Monica
Boards/Membership	9	Scott M	Klein	Beach Point Capita...	Co-CEO/Co...	Santa Monica
<Organization>	10	Theresa	Spath	Sierra Investment ...	Chief Inve...	Santa Monica
Education	11	Kevin A	Crummy	Douglas Emmett Inc	Chief Inve...	Santa Monica
<School>	12	David	Dale-Johns...	Fog Cutter Capital ...	Chief Inve...	Santa Monica
Keyword	13	Tobias	Carlisle	Carbon Beach Asse...	Mng Partne...	Santa Monica
<Keyword>	14	George B	Bolton	Westend Capital Ma...	CID/Partne...	Santa Monica
Search my SPDL Contacts	15	Darius	Gagne	Abacus Wealth Part...	Partner/Ch...	Santa Monica
Bloomberg Users Only	16	Quinn R	Stills	Palisades Investm...	Chairman/...	Santa Monica
	17	Joseph Lloyd	McAdams	Anworth Mortgage ...	Founder	Santa Monica
	18	Peter James	Eichler	Aletheia Research ...	Chairman/...	Santa Monica
	19	Juan Manuel	Quiroga	Stable Road Acquis...	Chief Invs...	Venice
	20	Parvinder S	Chadha	Exela Technologies...	Chairman	Irving
	21	Byron Scott	Minerd	Guggenheim Manag...	Mng Partne...	Santa Monica

Search for prospects by title and location in your region.

Deal Type	Announce Date	Target Name	Acquirer Name	Seller Name	Announced Total Value (mil.)	Payment Type	TV/EBITDA*
M&A	09/06/2019	NortonLifeLock Inc	Multiple acquirers		16,686.85	Cash	15.01
M&A	02/12/2018	Multiple Targets	Potential Buyer	Anbang Insurance ...	5,800.00	Cash	
M&A	01/13/2020	Plaid Technologies Inc	Visa Inc	Multiple sellers	5,300.00	Cash	
M&A	10/31/2019	Vertafore Inc	Potential Buyer	Multiple sellers	5,000.00	Cash	
INV	08/26/2019	Ingram Micro Inc	Multiple acquirers		4,000.00	Cash	
M&A	12/12/2019	Woowa Brothers Corp	Delivery Hero SE	Multiple sellers	4,000.00	Cash	
M&A	10/30/2019	Quest Software Inc	Potential Buyer	Multiple sellers	3,500.00	Cash	
M&A	12/17/2019	LogMeIn Inc	Multiple acquirers		3,474.80	Cash	10.28
M&A	07/17/2019	Dynata LLC	Potential Buyer	Multiple sellers	3,000.00	Cash	
M&A	07/26/2018	Aleris Corp	Hindalco Industrie...	Multiple sellers	2,525.30	Cash	17.45
M&A	10/11/2019	EdgeConnX Inc	EQT AB	Multiple sellers	2,500.00	Cash	
M&A	03/25/2019	Avaya Holdings Corp	Potential Buyer		2,400.00	Cash	5.97
INV	05/18/2018	GM Cruise LLC	SoftBank Group Co...	General Motors Co	2,250.00	Cash	
M&A	07/01/2019	Hitachi Kokusai Electric...	Applied Materials I...	KKR & Co Inc	2,200.00	Cash	
M&A	02/18/2020	RSA Security LLC	Multiple acquirers	Dell Technologies ...	2,075.00	Cash	
M&A	12/08/2015	National multifamily po...	Blackstone Group ...	Greystar Real Esta...	2,000.00	Cash	
M&A	11/23/2017	Radio Systems Corp	Potential Buyer	Multiple sellers	2,000.00	Cash	
M&A	02/19/2019	Consolidated Precision	Potential Buyer	Warburg Pincus LLC	2,000.00	Cash	

Sample M&A deal list for private equity or venture capitalist in California.

# Researching investment ideas and performing due diligence

Through market ups and downs, clients look to you to find opportunities that help them build and protect wealth and plan for retirement. We can help keep you consistent with these shifts in investment goals by providing:

- Price discovery and idea generation
- Comprehensive fixed income coverage with screening, PD and yield analysis
- Real-time newsfeeds, market surveillance and alerts
- Robust unbiased research on corporate, industrial and export topics
- Management capabilities for research on industries, companies and expert topics

With Bloomberg, you can access timely news and data that is designed to forefront the information most relevant to you.

## Staying in tune with investor's ESG goals

A new generation of investors want advisors to help bring more balance to their portfolios, keeping diversity and environment, social and governance (ESG) goals in mind.

To keep up with investor expectations:

- Access to more than 13,000 companies
- Up to 12 years of history for over 900 fields is available as an Enterprise Data feed
- Fully integrated feature of the Bloomberg Terminal
- Use our ESG performance scorecard to generate custom, transparent ESG scores to understand company and portfolio ESG performance for any Equity or Corporate Bond Portfolio. Scores are calculated based on company performance on the Environmental, Social and Governance pillars.

# Planning and managing portfolio performance

Clients prefer human advisors to robo-advisors. Human advisors – you – can provide a customized approach to shaping a client’s investment portfolio and investment flexibility. Clients rely on your expertise and track record to help them invest mindfully and prudently to reach their goals. To make sure you can deliver the value that robo-advisors can’t, you need resources that:

- Look at portfolio characteristics, holdings and more
- Run optimization and attribution scenarios for prospecting efforts
- Examine the historical cumulative performance of your portfolio relative to its benchmark
- Use news heat indicators to quickly identify the stories with the most impact on your portfolio

With Bloomberg, you can plan and manage your portfolio in a way that suits your clients’ needs.

The screenshot displays the Bloomberg Portfolio Optimization interface. At the top, it shows the portfolio name 'PortBBGEX - BBG GLOBAL E. BmrkDJGT', the risk model 'US Equity Fundame', and the optimization date '04/01/20'. The main section is divided into several panels:

- Optimization Summary:** Shows a turnover of 9.83% and a trade value of 21,814.8. It also lists the number of buys (1) and sells (4) with their respective values.
- Goal Summary:** Compares the initial value (13.49) and final value (11.26) against the active total risk.
- Proposed Trades:** A table listing trades for USD, PG US (Procter & Gamble), GOOGL US (Alphabet), and AFS US (Aes Corp).
- Portfolio and Group Constraint Results:** Shows constraints for the PORTFOLIO group, specifically a turnover constraint relative to the INIT\_PORTFOLIO with a maximum of 10 and an initial value of 9.83.
- Stored Results:** A table showing the optimization was completed for the BBGEX - BBG GLOBAL EQUITY IDJGT portfolio on 4/1/2020 at 08:35:32.

Example of portfolio optimization.



# Professional development

Your business won't grow unless you grow. Access to thought leadership, training and tools can help keep you relevant and find more clients for decades to come.

- Demonstrate the continued value of your investments.
- Learn more about a topic or theme that investors are interested in.
- Stay up to date on regulations that will impact your day-to-day business.

With Bloomberg, our training and tools can help you keep growing.

# Tools and resources

An advisor of your caliber should have access to the tools and resources that will help you continue to be successful.

Learn more about the benefits of having access to your own dedicated Terminal at [bloomberg.com/Terminal](https://www.bloomberg.com/Terminal), select 'Request a Demo' and set up an appointment with a Bloomberg representative.

## Prospecting for new clients

- **PE <GO>** Private Equity
- **MA <GO>** Mergers & Acquisitions
- **IPO <GO>** Equity Offerings
- **PSCR <GO>** Private Company Screening
- **MGMT <GO>** Company Management
- **EQS <GO>** Equity Screening
- **BIO <GO>** People Profiles
- **HDS <GO>** Security Ownership
- **PEOP <GO>** People Search
- **ALRT <GO>** Alerts Manager

## Researching investment ideas and performing due diligence

- **BI <GO>** Bloomberg Intelligence
- **SRCH <GO>** Fixed Income Search
- **Launchpad <GO>**
- **DS <GO>** Document Search
- **NEWS ON \_\_\_ <GO>** News Search
- **DAYB <GO>** Daybreak
- **QUIC <GO>** Bloomberg Quicktakes
- **FSRC <GO>** Fund Screening
- **FSCO <GO>** Fund Scoring
- **HFA <GO>** Hedge Fund Analysis

## Planning and managing portfolio performance

- **PORT <GO>** Portfolio & Risk Analytics

## Managing client relationships

- Bloomberg BRIEFs
- **QUIC <GO>** Bloomberg Quicktakes
- **BI <GO>** Bloomberg Intelligence

## Professional development

- Bloomberg webinar portal (Visit [Bloomberg.com/professional](https://www.bloomberg.com/professional), under Insights, under Features and select Webinars)
- **SEMR <GO>** Seminar Administration
- Access our 24/7 Support Service
- Personalized training can also be requested from your Bloomberg Account Manager

# About the Bloomberg Terminal.

Since 1981, business and financial professionals have depended on the Bloomberg Terminal® for the real-time data, news and analytics they need to make the decisions that matter. The Terminal provides information on every asset class — from fixed income to equities, foreign exchange to commodities, derivatives to mortgages — all seamlessly integrated with on-demand multimedia content, extensive electronic-trading capabilities and a superior communications network.



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## Take the next step.

For additional information, press the <HELP> key twice on the Bloomberg Terminal®.

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