SIMPLICITY
WEALTH

Simplify Your Investment Business with One Platform

Simplicity Wealth is a comprehensive wealth management platform that offers independent financial advisors with resourceful solutions for building a successful investment business. Our goal is to help you systematically deliver an extraordinary client experience and excess results relative to the average financial advisor. We are committed to providing you with turnkey managed portfolios, specialty solutions, complete support, and competitive pricing, so that your business may continue improving efficiencies, expanding capabilities, and building value in a strategic manner.

ASSET MANAGEMENT

Professionally managed portfolios and specialty investment solutions

MARKETING

Private-labeled print and digital marketing platform provides branded client

CASE DESIGN

Comprehensive client analysis, planning, and proposal development structure for professional

SUPPORT

Straightforward practice management integration including back office support,

TECHNOLOGY

Core technologies for executing investment solutions and enhancing the tailored to the client's needs.

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materials for each stage of the investment process.

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client presentations.

LEARN MORE

compliance, and training.

LEARN MORE

overall client experience.

LEARN MORE

Asset

Simplicity Wealth is at the forefront of advancin the advisor-investor relationship through its newest offering: AssetLock®.

AssetLock® is an award-winning communicatio tool that monitors the performance of an investment account and predetermines the amount of downside the investor (client) is willi to tolerate. If that risk threshold has been compromised, AssetLock® notifies the investor and financial advisor.

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AssetLock® helps further an advisor's standard of care by working to:

- Define the client's risk tolerance and investment action plan.
- Streamline account communication between the advisor and client.
- Build client trust through secured online access and transparency.
- Help prevent the client from making emotionally-charged investment decisions.

Through Simplicity Wealth, AssetLock®– Equipped Advisors have access to the customizable app, training materials, marketing resources, and support team.

Learn More About Simplicity Wealth

CONTACT US

Investment advisory and financial planning services offered through Simplicity Wealth, LLC, an SEC Registered Investment Advisor. Subadvisory services are provided by Advisory Alpha, LLC, an SEC Registered Investment Advisor. Simplicity Wealth, LLC is an affiliate of and solicitor for Advisory Alpha, LLC. Please review the ADV 2A and solicitor disclosure documents for complete details.

AssetLock® is a tracking software used to monitor the performance of a user’s retirement and/or investment account and/or household. The AssetLock® software compares the user’s account and/or household performance on a daily basis to a pre-determined loss level (known as the “AssetLock® Percentage”). The AssetLock® software will alert the user and/or the advisor if the user’s account and/or household nears or hits the AssetLock® Percentage. The AssetLock® Percentage is only a reference point to help keep the user informed on the performance of the user’s account and/or household. Data and alerts are based on values as of close of the market on the previous business day. While AssetLock® does it’s best to ensure accurate data, AssetLock® is not responsible in the event of incomplete or incorrect data.

The AssetLock® software is monitoring software only and is not an actual stop loss order. It is not a solicitation of securities. The AssetLock® software will not automatically sell any securities. The user, or the user’s financial professional, must initiate any trades or changes. AssetLock® assumes no responsibility or liability for use of the AssetLock® software and will in no event be responsible for any losses. There are no direct fees associated with

AssetLock® in the Simplicity Group of Companies.