



PRIVATE TRUST GROUP OF AMERICA

PTG Introduces New Private Label Data Aggregation Service

PTG is pleased to announce that it has opened its Data Aggregation Services to non-PTG clients on a Private Label basis. Until now, PTG's Data Aggregation Services were only available to its outsourcing clients.

[What is Data Aggregation?](#)

Data Aggregation is a term used to define the ability to gather financial information from multiple sources, which can then be used to track external accounts for a single client or family group and consolidated into a single report or statement. It has become an increasingly important tool for trustees and other wealth management professionals seeking a more complete picture of their clients' total financial net worth.

Advances in technology have turned this once labor-intensive practice into a highly efficient and automated process with minimal manual intervention, thus making it easier than ever to consolidate a client's financial information from multiple outside sources with the financial information managed internally at your own institution.

[Why is Data Aggregation Important to My Success?](#)

It eliminates an often used excuse not to use your services.

Most trustees insist that custody of their clients' assets be centralized in one location that is under the direct control of the trustee. In many cases, however, a prospective client may have a longstanding, loyal relationship with his/her broker or other financial advisor who insists on retaining custody of the assets. Since many trustees do not have the option of using multiple custodians without adding costly overhead to provide manual "shadow accounting" of the outside custodian's activities, allowing outside custodians often becomes a deal-breaker.

PTG's Private Label Data Aggregation services can provide an automated solution that allows trustees to accept alternative custodial arrangements for those clients interested in retaining custody elsewhere. With electronic access to over 2,400 financial institutions and an automated interface that uploads daily security positions and transactions, your clients can custody their assets virtually anywhere – and you can have online access to that information the very next day.

It is a turnkey solution that can immediately generate bottom line revenue.

PTG's Private Label Data Aggregation services provide you with an opportunity to open an additional revenue stream by working more closely with brokers and other wealth management professionals in control of custodial relationships. With an interface that links one of the nation's leading providers of financial data to a state-of-the-art trust accounting system, and a dedicated staff to reconcile asset positions and transaction history, PTG's Private Label Data Aggregation services will deliver a turnkey solution that will result in an immediate and positive impact on your department's bottom line.

It allows you to become the true "Gatekeeper" of your clients' financial needs by providing them with consolidated reports and statements showing their total net worth regardless of where their assets are held.

According to a recent Consumer Finances survey, 58% of affluent households maintain financial assets and debt obligations with more than one bank, trust company or other

financial services provider. PTG's Private Label Data Aggregation services will allow you to capture and report those assets and liabilities held in multiple outside locations with those held at your own institution, thus increasing your ability to better assist them in attaining their financial goals.

It can provide you with a separate line of business without disrupting existing trust accounting and other reporting systems.

With an interface that can link financial information from more than 2,400 financial institutions to a state-of-the-art trust accounting system, it is possible (and, in many cases, desirable) to maintain an independent business line specifically targeting brokers and other wealth management professionals. This can be managed easily without changing your current trust accounting or other reporting systems, policies or procedures.

[How do PTG's Private Label Data Aggregation Services Work?](#)

After obtaining and authenticating the appropriate information for the account(s) held outside of your institution, PTG sets the account(s) up on a separate, secure database residing on its servers and dedicated to your institution. Beginning with an agreed upon start date, data will be downloaded from the outside institutions on a nightly basis and uploaded onto PTG's servers the following morning.

Trained PTG personnel then conduct a reconciliation process that takes place before populating the client's account(s) and making the information available to your institution. Once the information has been reconciled and is released, it is available to you via a secure Internet connection.

Clients can access their account information via a secure link to your website. Statements can be printed in your office, printed by PTG and drop-shipped to your office for mailing, or mailed directly to your clients by PTG. All statements and reports are prepared with your institution's logo, name and address.

[How do I Determine Which Accounts Qualify for the Program?](#)

It's entirely up to you, but the program is ideally suited for those clients who are more likely to have substantial wealth and use multiple advisors. PTG imposes no minimum on the number of accounts it will accept from your institution, nor do we require that you make the program available to all of your clients. We will provide the services to as few or as many of your accounts as you determine to be appropriate for you and your clients.

[For more information, please contact:](#)

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