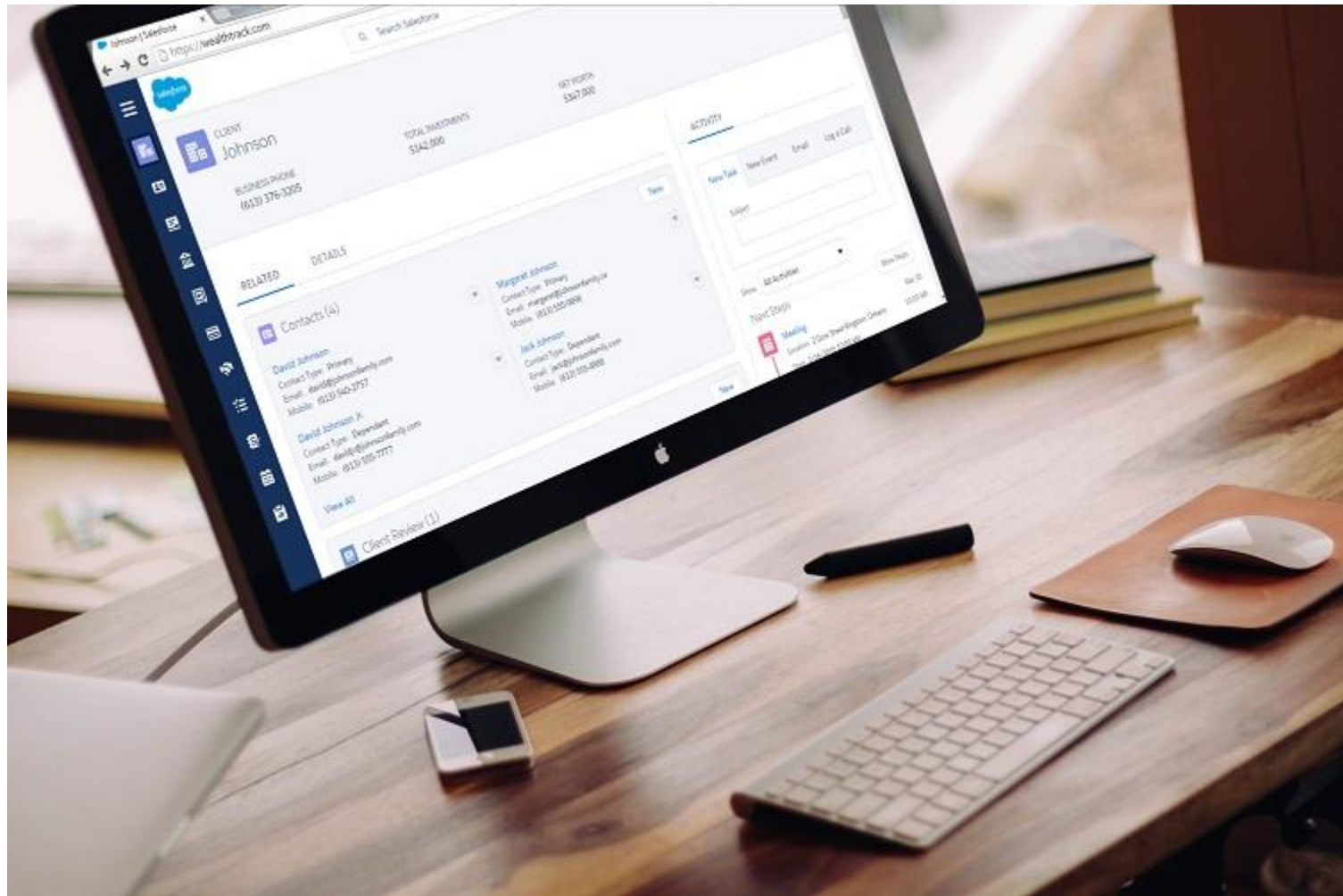


Introduction to



WealthTrack
CRM for Canadian
Financial Advisors

WealthTrack CRM on Lightning



WealthTrack CRM on Salesforce1 Mobile



Navigation – Tab Pages

WealthTrack Search

Action Items

Setup Menu

Tabs

List Views

The screenshot shows the WealthTrack Salesforce interface. The left sidebar contains a list of tabs: Clients, Contacts, Client Review, Investments, Insurance, Group Plans, Tasks, Notes, Calendar, and Reports. The main content area displays the 'CLIENTS' list view, titled 'Recently Viewed'. It shows a table with 6 items, including client names, total investments, total assets, total liabilities, net worth, business phone, and type. The table is annotated with red arrows: one points to the 'Clients' tab, another to the 'Recently Viewed' dropdown, and a third to the 'New' button in the top right corner of the table. The top of the interface features a search bar and a setup menu icon.

CLIENT NAME	TOTAL INVESTMENTS	TOTAL ASSET	TOTAL LIABILITIES	NET WORTH	BUSINESS PHONE	TYPE
Jacob Household	\$250,000	\$400,000	\$65,000	\$585,000		Client - House...
Johnson	\$142,000	\$475,000	\$270,000	\$347,000	(613) 376-3205	Client - House...
Bettencourt Family	\$0	\$0	\$0	\$0		Prospect
Jacobs	\$40,000	\$400,000	\$20,000	\$420,000	(615) 555-9999	Client - House...
Rochet, Vivian	\$350,000	\$408,000	\$15,000	\$743,000	(613) 540-2757	Client - Individ...
522710 Ontario	\$300,000	\$40,000	\$20,000	\$320,000	(416) 555-4444	Client - Business

Navigation – Object Pages

WealthTrack Search

Action Items

Setup Menu

Tabs

Click to view
Details about
client

These are all
related items
that can be
opened for
more detail

The screenshot shows a Salesforce interface for a client named 'Johnson'. The left sidebar contains a 'Tabs' menu with options: Clients, Contacts, Client Review, Investments, Insurance, Group Plans, Tasks, Notes, Calendar, and Reports. The main content area is divided into sections: 'Activity Items' (with 'New Note', 'Edit', and 'Delete' buttons), 'Activity History' (with 'New Task', 'New Event', 'Email', and 'Log a Call' buttons), and a 'RELATED' section containing 'Contacts (4)' and 'Client Review (1)'. The 'Contacts' section lists four contacts: David Johnson, Margaret Johnson, David Johnson Jr., and Jack Johnson. The 'Client Review' section shows a table with columns: PROFILE NAME, CREATED DATE, TOTAL ANNUAL INCOME, and TOTAL OUTLAY. The 'Activity History' section shows a 'Next Steps' card for a 'Meeting' on Mar 16 at 10:00 AM.

Search Salesforce

CLIENT Johnson

BUSINESS PHONE (613) 376-3205

TOTAL INVESTMENTS \$142,000

NET WORTH \$347,000

RELATED DETAILS

Contacts (4)

David Johnson
Contact ... Primary
Email: david@johnsonfamily.com
Mobile: (613) 540-2757

Margaret Johnson
Contact ... Primary
Email: margaret@johnsonfamily.ca
Mobile: (613) 555-9898

David Johnson Jr.
Contact ... Dependant
Email: davidjr@johnsonfamily.com
Mobile: (613) 555-7777

Jack Johnson
Contact ... Dependant
Email: jack@johnsonfamily.com
Mobile: (613) 555-8888

View All

Client Review (1)

PROFILE NAME	CREATED DATE	TOTAL ANNUAL INCOME	TOTAL OUTLAY
Johnson	2/10/2016 1:59 PM	\$132,000	\$6,305

Next Steps

Meeting Mar 16 10:00 AM

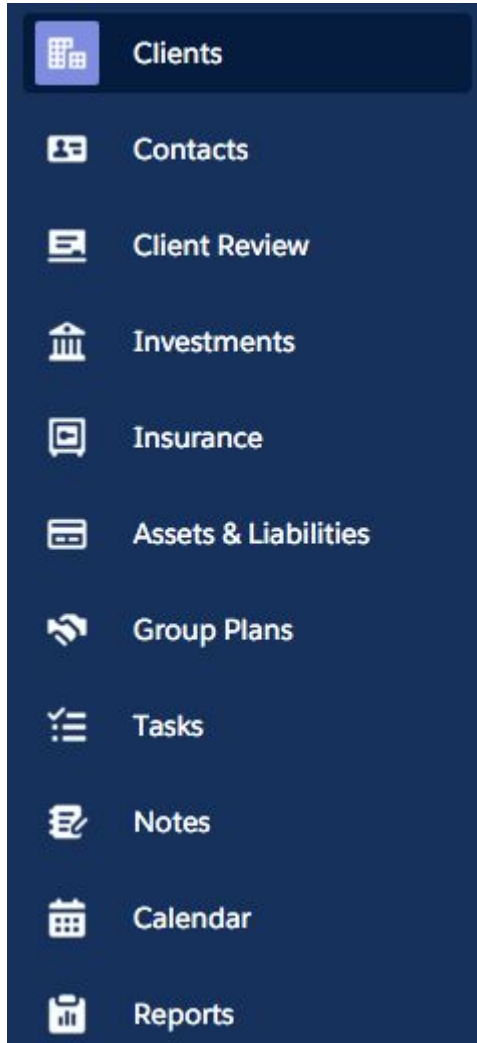
Location 2 Gore Street Kingston, Ontario

Start 3/16/2016 10:00 AM

End 3/16/2016 11:00 AM

WealthTrack Terminology

Refer to these as Objects



The top level record for a household or business. Individuals copied here.

Details on members of the household, business or individual

A cross section of “Know Your Client” information to collect

Information about your client’s investments

Information about individual insurance policies

Information about household assets (home, cars) & liabilities (credit cards)

Basic tracking of any group plans you may manage with clients

You can create Tasks on any object page and they are tracked here

You can create Notes on any object page and they are tracked here

Any event or dated task will show up here

Click here to see a list of reports available or create a new one.

WealthTrack Global Search

1 - type your search term here

The screenshot shows the WealthTrack Global Search interface. At the top, there is a search bar with the text "spruce" entered. Below the search bar, there is a navigation bar with tabs: TOP RESULTS, APPLICATIONS, CLIENTS, CONTACTS, FILES, and MORE. The MORE tab is selected, and a dropdown menu is open, showing options: ASSETS & LIABILITIES, CLIENT REVIEW, DASHBOARDS, DEPOSITS / PAYMENTS, GROUP PLANS, GROUP MEMBERS, INSURANCE, and INVESTMENTS. Below the navigation bar, there are three sections: Clients (1 Result), Contacts (2 Results - Sorted by Relevance), and Applications (0 Results). The Clients section shows a table with columns: CLIENT NAME, TOTAL INVESTMENTS, TOTAL ASSETS, NET WORTH, BUSINESS PHONE, and TYPE. The Contacts section shows a table with columns: NAME, NICKNAME / KNOWN AS, CLIENT NAME, BUSINESS PHONE, and EMAIL. Red arrows point to the search bar, the MORE dropdown menu, and the search results.

CLIENT NAME	TOTAL INVESTMENTS	TOTAL ASSETS	NET WORTH	BUSINESS PHONE	TYPE
Spruce Household	520000	370000	850000		Client - Household

NAME	NICKNAME / KNOWN AS	CLIENT NAME	BUSINESS PHONE	EMAIL
Jenny Spruce		Spruce Household		
Bryce Spruce		Spruce Household		

2 - Review standard results here

3 - Review additional results here

Accessing Activities

Lightning interface puts activities and activity history front & centre

CONTACT
Mr. David Johnson

New Note Edit Clone ▼

NICKNAME / KNOWN AS Dave	AGE 56	OCCUPATION IT Consultant	CONTACT TYPE Primary
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- Clients and Contacts have four Activity tabs
- Email, New Task, New Event, Log a Call

RELATED **DETAILS**

Insurance (1) New

INSURANCE POLICY ID	POLICY TYPE	BENEFIT	INSURED
2345678	Universal Life	\$300,000	Peggy ▼

View All

ACTIVITY

Email New Task New Event Log a Call

To  David Johnson X

Investments (2) New

INVESTMENT ID
5 Year GIC

INVESTMENT
5 Year GIC

New Note Edit Clone ▼

CATEGORY Registered	TYPE GIC	NET ASSET VALUE \$65,000	ISSUER/CARRIER Empire Life
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- All other tabs have three Activity Tabs
- New Task, New Event, Log a Call

RELATED **DETAILS**

Investment Information

Investment ID 5 Year GIC	Client Johnson
Category Registered	Contact David Johnson
Type GIC	Joint? ☒
Issuer/Carrier	Joint Contact

ACTIVITY

New Task New Event Log a Call

Subject

Show: All Activities ▼

Tracking Within Salesforce

Mr. David Johnson

New Note Edit Clone ▾

Deposits/Payments (1)

New

INVESTMENT	AMOUNT \$	DATE	
Royal Cdn Equities	\$850	3/10/2016	▾

View All

Notes (3)

New

Retirement

3/3/2016 10:27 AM by Dave Hallett

Dave & Peggy want to start a program in the fall

Discussed changing type

3/3/2016 9:43 AM by Dave Hallett

Offered to swap policies

View All

Follow-up with report

3/3/2016 10:15 AM by Dave Hallett

Be sure to get the performance report to them.

Notes & Attachments (0)

Upload File

Next Steps

More Steps

☐ Annual Review

No due date

☐ Check in on the client's prog...

Mar 6, 2017

Related To 2345678

Meeting

Mar 16

10:00 AM

Location 2 Gore Street Kingston, Ontario

Start 3/16/2016 10:00 AM

End 3/16/2016 11:00 AM

☐ Follow up on long term care o...

Tomorrow

Related To Johnson

Past Activity

More Past Activity

Quarterly Portfolio Review

Mar 7

9:00 AM

Location Main Office

Start 3/7/2016 9:00 AM

End 3/7/2016 10:00 AM

Reports

To create or run Reports,
(1) click on the Reports Tab
(2) click on all Reports
(3) click on a Report to run

The screenshot shows the Salesforce Reports interface. On the left is a dark blue sidebar with various icons. A red arrow labeled '1' points to the 'Reports' icon in the sidebar. Another red arrow labeled '2' points to the 'All Reports' link in the 'REPORTS' section of the sidebar. A third red arrow labeled '3' points to the 'Dependants by Client' report in the main table.

REPORTS
All Reports
15 items • Sorted by Report Name

REPORTS	REPORT NAME ↑	DESCRIPTION	FOLDER
Recent	Birthdays next Month		WealthTrack Reports
	Birthdays this month		WealthTrack Reports
Created by Me	Calls, Tasks and Events		WealthTrack Reports
Private Reports	Clients Age 64		WealthTrack Reports
Public Reports	Clients Age 70		WealthTrack Reports
All Reports	Clients/Contacts & Investments	List of all Clients/Contacts and their investments	WealthTrack Reports
	Clients/Contacts Assets & Liabilities	Clients/Contacts with list of assets and liabilities	WealthTrack Reports
	Clients/Contacts Insurance	Client/Contact list showing insurance	WealthTrack Reports
	Dependants by Client	A list of dependants in each Client household.	WealthTrack Reports
	Insurance Under Management	Clients with policies you manage	WealthTrack Reports
	Investments under Management	Clients with investments you manage	WealthTrack Reports
	Maturing Investments	Clients with Investments maturing next quarter	WealthTrack Reports
	Maturing/Renewing Insurance	Insurance policies m requiring attention in next 3 months	WealthTrack Reports
	Upcoming Investment Maturity Dates	Investments that are expiring in the next 4 months.	WealthTrack Reports
	Wills & PoA's	List of Clients/Contacts showing if they have a will or power of at...	WealthTrack Reports

- Reports are easily generated within Salesforce by following a What-You-See-Is-What-You-Get drag and drop wizard, selecting the report format, choosing the fields to report and identifying selection/filter criteria

**Thank you for considering
WealthTrack!**



WealthTrack
CRM for Canadian
Financial Advisors