

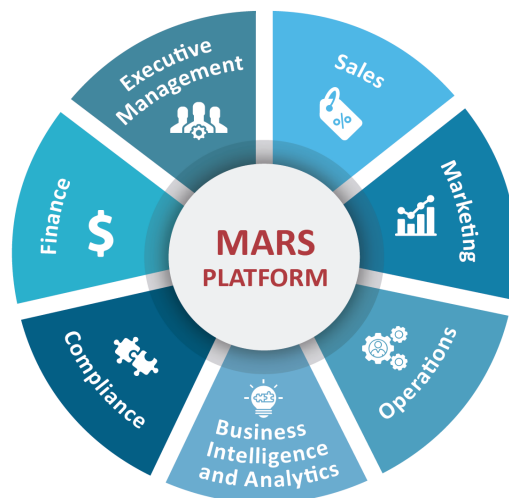
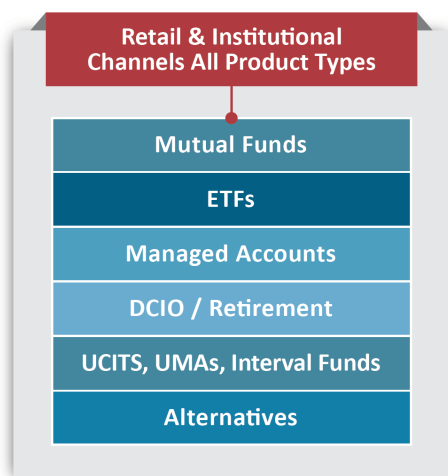
Introduction

Financial Services and Asset Management firms create, market, and sell many different types of financial products such as ETFs, Mutual Funds, Managed Accounts, Retirement/DCIO products, Annuities, Alternative Investment Products, UCITS, etc.. These products are sold through many different distribution channels such as Registered Investment Advisors (RIAs), Broker/Dealers, Banks, and large institutions as well as over many different geographic territories. Ultimately, the growth of your business depends not only on the performance of your product offering, but also on the key decisions your business makes relying on the data you are using to focus your Sales and Marketing teams. Data timeliness and quality are critical to driving good business decisions. Poor data quality not only increases the cost of sales and marketing, but also leads to missing new business opportunities, poor prospect/client communications and a lack of insight into which accounts might be at risk of redeeming assets-all of which contribute to giving your competitor's an edge. The MARS Platform eliminates issues related to data quality and timeliness to ensure your sales and marketing teams have the best information available to target the opportunities that are most likely to grow your business the quickest.

SalesFocus Solutions' MARS Enterprise platform helps Financial Services and Asset management firms with their distribution strategies. The highly scalable MARS platform aggregates disparate data sets from various distribution channels and transforms this data into actionable intelligence and insights. The transformation of this data into a powerful sales and marketing tool is achieved using the scrubbing, aggregation, summarization, reporting and visual analytics engines that MARS offers.

About MARS

An **"ALL IN ONE"** solution for data collection, business intelligence, distribution and analytics reporting, and relationship management



MARS Back End

- High-speed Data Imports
- Unlimited Sales and Asset Data History
- Data Cleansing – Tailored to client, Sales & Assets
- Data Enrichment – Rep Teams & Rep Prospecting
- Easy Data Exports to In-house or Third-party Systems

MARS Front End

- Business Intelligence (trends, patterns, abnormalities)
- Relationship Management (Retail & Institutional)
- Sales and Marketing Prospecting via Visual Analytics
- Distribution Reporting (all product types), Enterprise-wide Information Access (Web & Mobile)
- SEC Rule 22c-2 & Prospectus Compliance Management

MARS Salesforce® Bi Directional Integration



Integrating

MARS with **Salesforce®**

provides Financial Services and Asset Management firms the ability to keep Firm, Account/Office, Contact/Rep data in Sync as well as view detail and summarized sales and asset data within Salesforce®. This then helps to identify trends and make strategic decisions to retain assets and grow sales.

The package via a Real time bi directional integration keeps Firm, Account/Office and Contact/Rep information in Sync between Salesforce® and MARS. Product information is also synchronized in near real time one way from MARS to Salesforce®. The managed package achieves Real time bi directional integration using SOAP based web service API's available from within MARS and Salesforce®.

Henceforth in this document the native Account and Contact objects within Salesforce® will be referred to as the financial industry standard Office and Rep objects.

Using the data aggregation, cleaning, summarization and analytics power of MARS the package pushes clean summarized Sales and Assets data into Salesforce® nightly. This data stored within custom objects is further used to enrich the Firm, Office, Rep layouts within Salesforce® and provides the ability to build powerful Pre Built Dashboards and Reports.

The package converts a standard two tier Salesforce® Account, Contact hierarchy into a Financial Services industry standard Firm, Office, Rep hierarchy.

Three Tier Firm, Office and Rep Hierarchy within Salesforce®



All ▾
Search...

Mars
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Reps ▾
Products ▾
MARS Batch Data ▾
Reports ▾
Dashboards ▾

Enrich your Firm, Office and Rep Layouts with powerful Sales, Assets Data and Trends


MARS Firm
Morgan Stanley Wealth Management

Related List Quick Links ⓘ

Accounts (10+)
Contacts (10+)
Related Firms (0)
Product Sales (10+)
Segmentation (1)

Details
Related

Firm Name
Morgan Stanley Wealth Management

Home Office
[Purchase, 2000 Westchester Avenue](#)

Parent Firm

Status
Active

Created By
 Mars Demo, 8/26/2019 2:21 AM

Record Type
Firm

CRD
149777

Comments

Website
www.morganstanley.com

Firm Type ⓘ
[Broker Dealer/Warehouse](#)

Last Modified By
 Mars Demo, 7/24/2020 1:29 AM


Accounts
10+ Items • Sorted by YTD Purchases • Updated a few seconds ago

	Account Name	Office Firm Type	Billing City	Billing State/Province	Billing Zip/Po...	Phone	YTD Purch...	YTD Redempt...	Current Assets	
1	Greenwich, One Fawcett Pl 3rd Fl	Broker Dealer/Warehouse	Greenwich	Connecticut	06830	(203) 661-3330	49,172,951	-46,944,148	75,985,726	▾
2	Rockville, 702 King Farm Blvd Ste 500	Broker Dealer/Warehouse	Rockville	Maryland	20850	(301) 556-2300	37,136,277	-1,042,659	26,397,574	▾
3	New York, 31 West 52nd Street 23rd Fl	Broker Dealer/Warehouse	New York	New York	10019	(212) 603-6100	36,951,296	-3,328,488	54,533,433	▾
4	Purchase, 2000 Westchester Avenue	Broker Dealer/Warehouse	Purchase	New York	10577-2530	(914) 225-6658	29,350,304	-37,242,550	82,960,062	▾
5	Ridgewood, 61 South Paramus Rd 3rd Floor	Broker Dealer/Warehouse	Ridgewood	New Jersey	07450	(201) 444-1200	28,277,130	-1,057,068	7,793,531	▾
6	New York, 522 Fifth Ave 10-12th FL, PWM	Broker Dealer/Warehouse	New York	New York	10036	(212) 296-6000	24,438,349	-3,211,677	382,568,179	▾
7	Wyomissing, 1350 Broadcasting Rd Ste 100	Broker Dealer/Warehouse	Wyomissing	Pennsylvania	19610	(800) 346-6001	22,652,332	-79,882	6,637,404	▾
8	Washington, 1775 I St NW Ste 200	Broker Dealer/Warehouse	Washington	District of Columbia	20006	(202) 862-9000	20,173,333	-8,314,895	53,080,862	▾
9	Bethesda, 7500 Old Georgetown Rd 10th FL	Broker Dealer/Warehouse	Bethesda	Maryland	20814	(301) 961-1800	16,124,037	-13,253,808	48,049,045	▾
10	Baltimore, 650 South Exeter St. Ste 1100	Broker Dealer/Warehouse	Baltimore	Maryland	21202	(410) 837-8800	11,908,485	-6,932,493	69,534,396	▾

Contacts

10+ items • Sorted by YTD Purchases • Updated a few seconds ago

	Name	Account Name	Phone	Mailing City	Mailing State/Pro...	Mailing Zi...	YTD Pur... ↓	YTD Rede...	Current A...	
1	Douglass/Richard/Rose Ulrich/Vert Jr/Downes	Rockville, 702 King Farm Blvd Ste 500	(301) 556-2300	Rockville	Maryland	20850	36,396,975	-25,544	9,264,461	▼
2	Michael/Edward/Jordan/Linda Aronson/Coward/Rhodes/Rhodes	New York, 31 West 52nd Street 23rd FL	(212) 603-6100	New York	New York	10019	29,526,914	0	7,066,336	▼
3	Purchase House Account	Purchase, 2000 Westchester Avenue	(914) 225-6658	Purchase	New York	10577-2530	29,429,382	-36,766,134	49,836,866	▼
4	Peter/Vincent/Hal Chieco/Mancuso Jr/Rubenstein	Greenwich, One Fawcett Pl 3rd Fl	(203) 661-3330	Greenwich	Connecticut	06830	28,586,310	-31,518,348	45,292,783	▼
5	John/Michael/Marjorie/Anita Araneo/Greenstone/Santoliquido/Srivastava	Ridgewood, 61 South Paramus Rd 3rd Floor	(201) 444-1200	Ridgewood	New Jersey	07450	28,137,866	-1,019,288	7,172,888	▼
6	Thomas Schatzman	Wyomissing, 1350 Broadcasting Rd Ste 100	(610) 478-4505	Wyomissing	Pennsylvania	19610	22,648,836	-21,885	6,312,039	▼
7	Brett/Hugh/Matthew/Jon Anthony/McLaughlin/Offen/Sowanick	Washington, 1775 I St NW Ste 200	(202) 862-9015	Washington	District of Columbia	20006	15,634,912	-281,971	25,795,432	▼
8	Peter Chieco	Greenwich, One Fawcett Pl 3rd Fl	(203) 661-3330	Greenwich	Connecticut	06830	15,206,458	-16,123,863	23,782,887	▼
9	Vincent Mancuso	Greenwich, One Fawcett Pl 3rd Fl	(203) 661-3330	Greenwich	Connecticut	06830	15,182,984	-16,100,093	23,751,958	▼
10	Douglass/Fotios/Roland Hart/Piniros/Breitenecker	New York, 522 Fifth Ave 10-12th FL, PWM	(212) 296-6100	New York	New York	10036	12,533,443	-132,323	83,678,529	▼

Product Sales

10+ items • Sorted by Prior Year Assets • Updated a few seconds ago

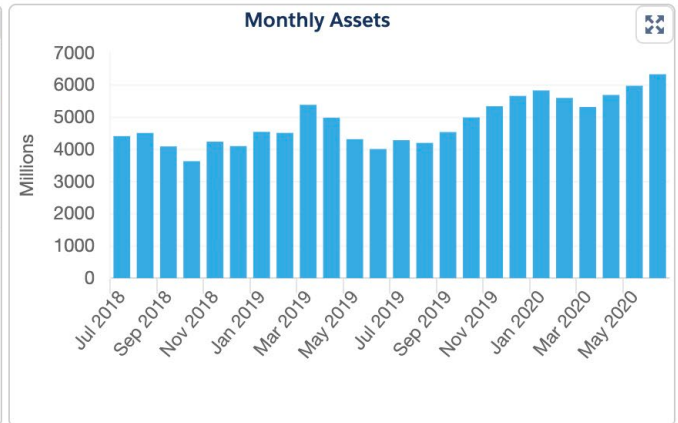
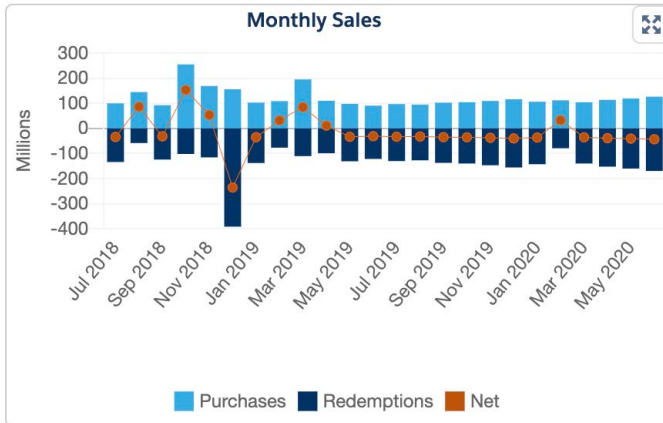
	Product	Prior Day Purch...	Prior Year Purcha...	Prior Year Redempti...	YTD Purchases	YTD Redemptions	Prior Year Assets ↓	Current Assets	
1	Stadion Tactical Growth Fund	3,295,810	863,391,282	-1,238,310,856	471,255,220	-725,389,842	2,935,685,672	3,284,131,832	▼
2	Stadion Tactical Defensive Fund	885,120	172,217,592	-71,470,701	82,580,542	-41,908,980	816,863,496	913,819,668	▼
3	RiverNorth Core Opportunities Fund	0	16,581	-48,731,181	17,079	-1,625,654	732,802,776	819,781,495	▼
4	MARS Total Return IV	0	3,929,686	-2,477,102	0	-1,033,217	445,101,565	497,932,102	▼
5	RiverNorth DoubleLine Strategic Income Fund	0	26,918,749	0	9,154,105	0	254,201,020	284,372,957	▼
6	MARS Fundamental Global	65,510	25,436,785	-13,996,090	8,946,403	-7,954,954	157,720,873	176,441,274	▼
7	MARS Fundamental Intl	9,121,650	82,021,642	-9,639,580	46,798,329	-4,969,407	110,285,910	123,376,103	▼
8	MARS Fundamental PLUS	445,862	51,405,946	-11,000,293	25,966,371	-6,144,515	70,459,670	78,822,758	▼
9	MARS Fundamental Global ex-US	0	9,706,858	-11,970,654	5,617,052	-10,040,251	43,686,033	48,871,270	▼
10	MARS Convertible Securities	8,516	33,494,434	-67,862,733	15,571,508	-26,449,165	30,662,041	34,301,418	▼

[View All](#)

Monthly Sales and Assets Trend



▼ Monthly Sales and Assets Summary



▼ AUM by Product



View Market Share Data within Salesforce®

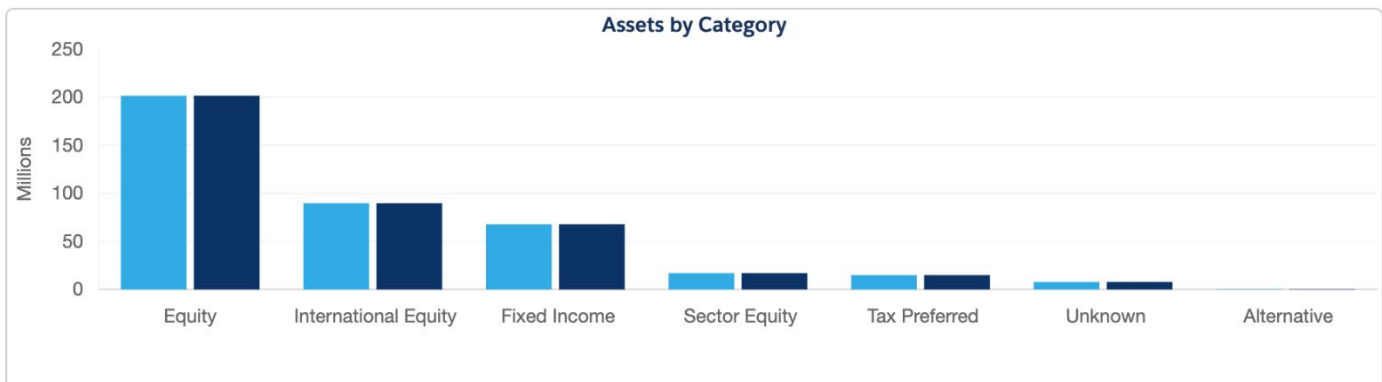
Firms > 3d Asset Management, Inc.
Market Share Firm Summary

50+ Items • Sorted by Total Assets • Updated a minute ago

Organization	Ticker	Category	Sub Category	Product	Assets	Total Assets	% Assets
1 Invesco	SPLV	Equity	Large Value	SPLV-PowerShares S&P 500 Low Volatility ETF	1,114,073	76,500,111	1.46
2 iShares	IWD	Equity	Large Value	IWD-iShares Russell 1000 Value ETF	504,210	76,500,111	0.66
3 Vanguard Funds	VTV	Equity	Large Value	VTV-Vanguard Value ETF	42,533,439	76,500,111	55.60
4 Northern Trust Investment Management	QDEF	Equity	Large Value	QDEF-FlexShares Quality Dividend Defensv ETF	32,348,389	76,500,111	42.29
5 iShares	IWD	Equity	Large Value	IWD-iShares Russell 1000 Value ETF	518,422	74,288,054	0.70
6 Northern Trust Investment Management	QDEF	Equity	Large Value	QDEF-FlexShares Quality Dividend Defensv ETF	30,790,824	74,288,054	41.45
7 Invesco	SPLV	Equity	Large Value	SPLV-PowerShares S&P 500 Low Volatility ETF	1,099,520	74,288,054	1.48
8 Vanguard Funds	VTV	Equity	Large Value	VTV-Vanguard Value ETF	41,879,288	74,288,054	56.37
9 Northern Trust Investment Management	IQDF	International Equity	Foreign Large-Value	IQDF-FlexShares Intl Qual Div ETF	22,190,761	58,248,388	38.10
10 iShares	IVLU	International Equity	Foreign Large-Value	IVLU-iShares Edge MSCI Intl Value Factor ETF	36,057,627	58,248,388	61.90

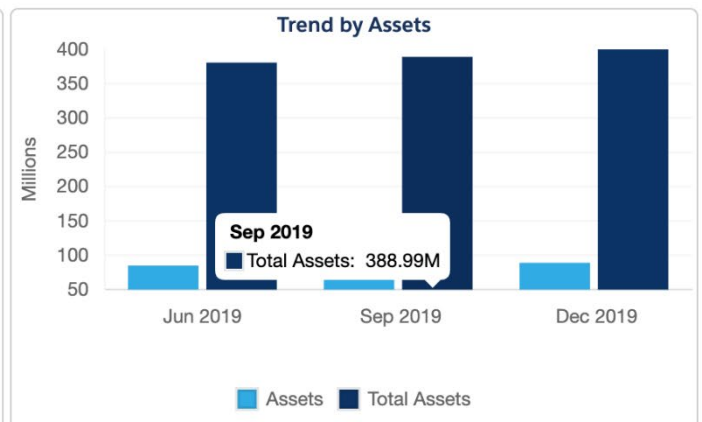
Marketshare Assets

Source: 13F ☐ Category ☐ Sub Category ☐ Product



Marketshare Flows & Assets Summary

Source: 13F



Similar views are available at the Office, Rep and Product levels.

View Team profiles and member information within Salesforce®

Rep

Brett/Hugh/Matthew/Jon Anthony/McLaughlin/Offen/Sowanick

Title

Account Name

Phone (2)

Email

Contact Owner

Washington, 1775 I St NW Ste 200

(202) 862-9015

jonathan.sowanick@qasfs.com

Mars Demo

Details

Related

News

Contact Owner

Mars Demo

Name

Brett/Hugh/Matthew/Jon Anthony/McLaughlin/Offen/Sowanick

MARS Firm

Morgan Stanley Wealth Management

Title

Status

Active

Contact Record Type

MARS

Rep CRD

Account Name

Washington, 1775 I St NW Ste 200

Phone

(202) 862-9015

Mobile

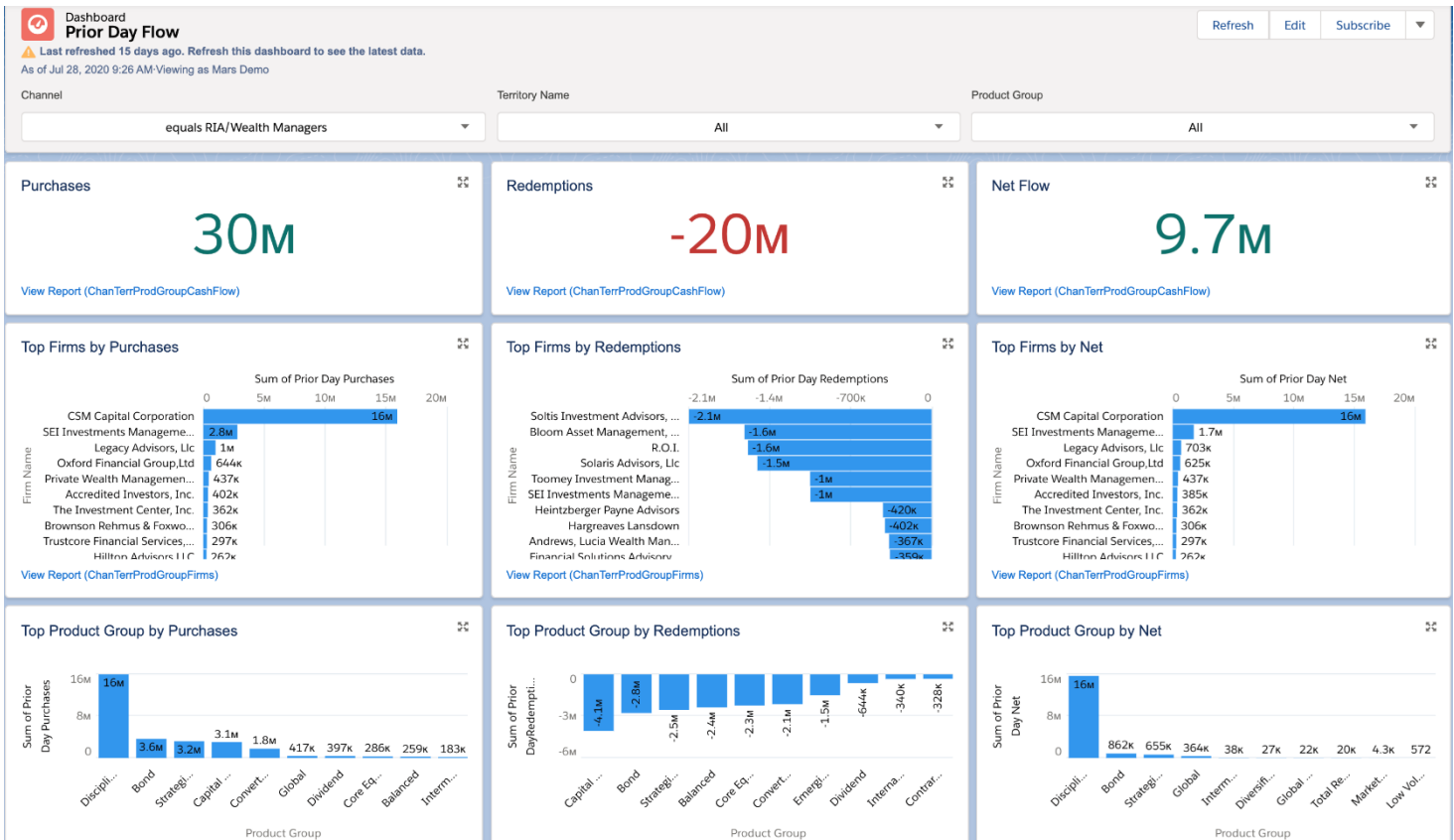
Email

jonathan.sowanick@qasfs.com

Member Reps/Team

Name	Split Percent	Team Share YTD Purchases	Team Share Current Assets	Other Team YTD Purchases	Other Team Current Assets
Brett Anthony	25.00000000	3,908,728	6,448,858	189,441	619,916
Matthew Offen	25.00000000	3,908,728	6,448,858	189,490	620,008
Jon Sowanick	25.00000000	3,908,728	6,448,858	189,490	620,008
Hugh McLaughlin	25.00000000	3,908,728	6,448,858	189,490	620,008

Get insights into Prior Day, Monthly and Quarterly flows



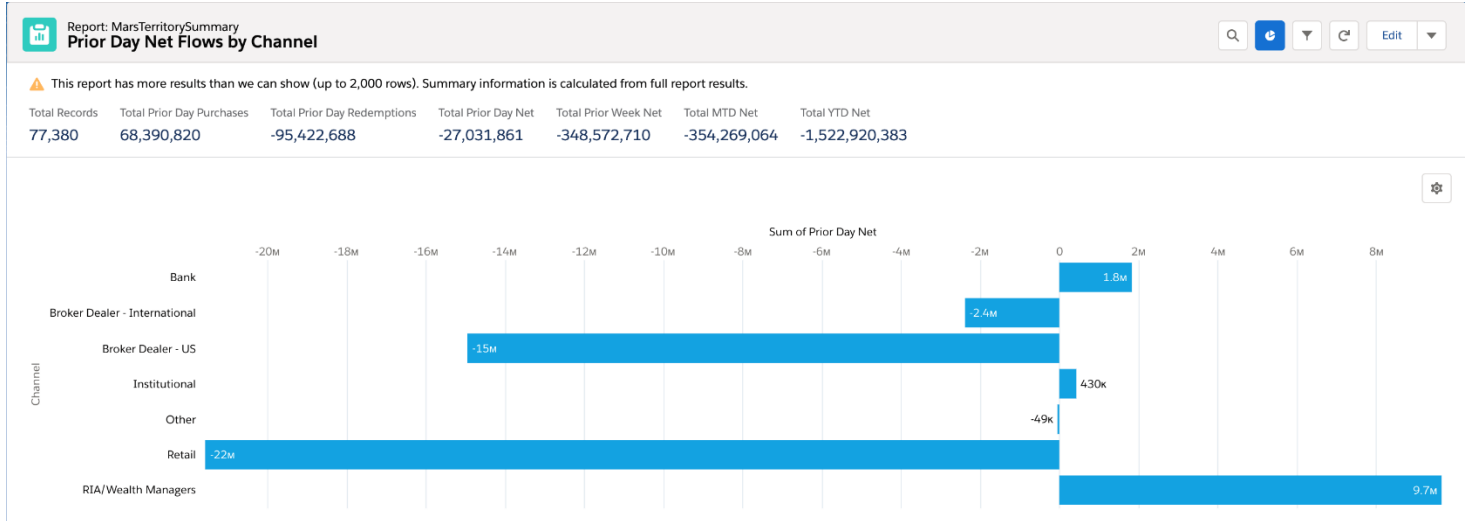
Get Insights into top trades placed Prior Day

Top Tickets Prior Day
Top Tickets Prior Day

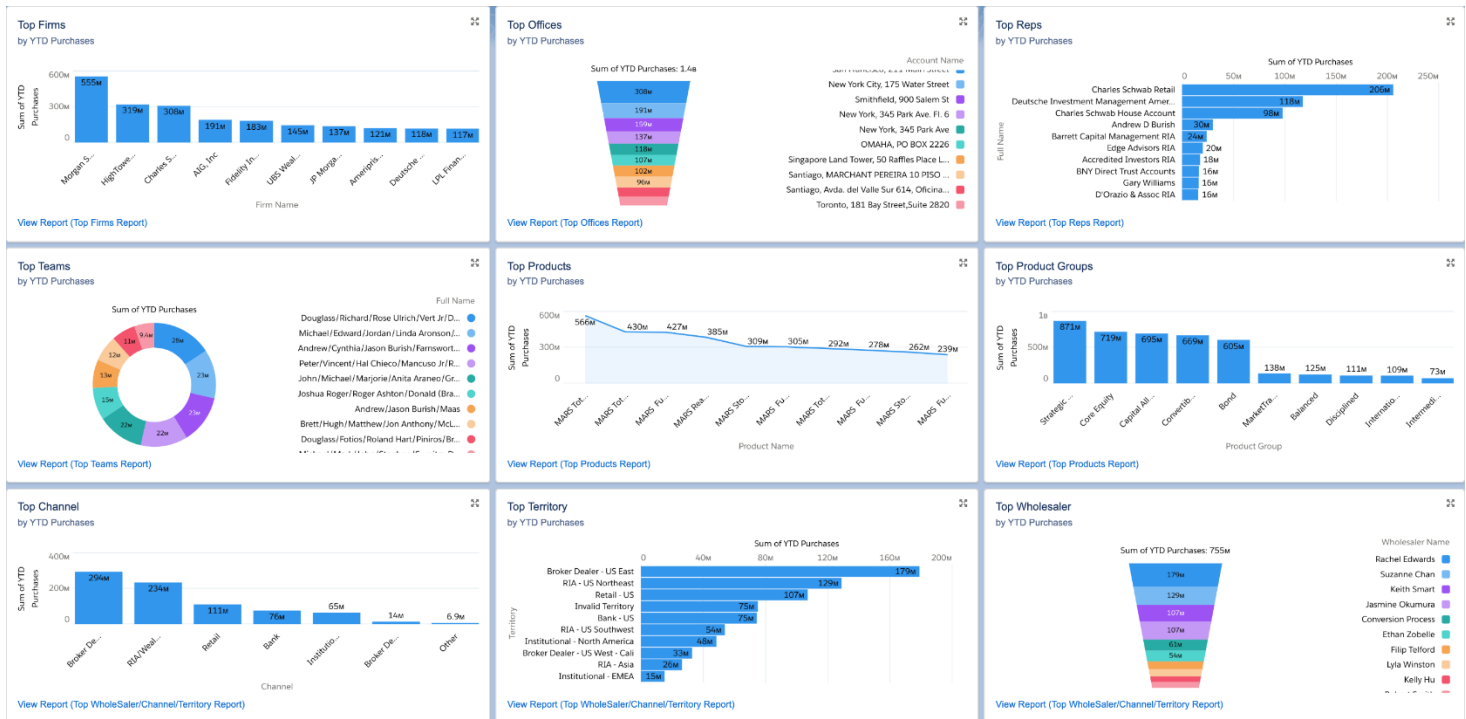
5+ items • Sorted by Territory • Filtered by all top tickets prior day • Updated 2 minutes ago

Account	Firm	Product	Transac...	Transaction Am...	
Lincoln, 3643 S 48th St	Union Bank and Trust Company	RiverNorth DoubleLine Strategi...	Purchase	1,091,826.82	▼
Atlanta, 303 Peachtree Ctr Ave ...	SunTrust Bank	MARS StocksSTAR	Redemption	-572,955.01	▼
Minneapolis, 800 Nicollet Mall ...	US Bank	MARS StocksSTAR Intl (USD-He...	Purchase	436,730.73	▼
Malvern, 10 Valley Stream Park...	BNY Mellon Wealth Management	Stadion Tactical Defensive Fund	Purchase	436,730.73	▼
Malvern, 10 Valley Stream Park...	BNY Mellon Wealth Management	MARS Fundamental Global	Purchase	436,730.73	▼

Take advantage of Reports and Dashboards that break down Sales and Assets by channel, territory and wholesaler.



Look at all your top entities



Take advantage of out of the box reports

Top Territory

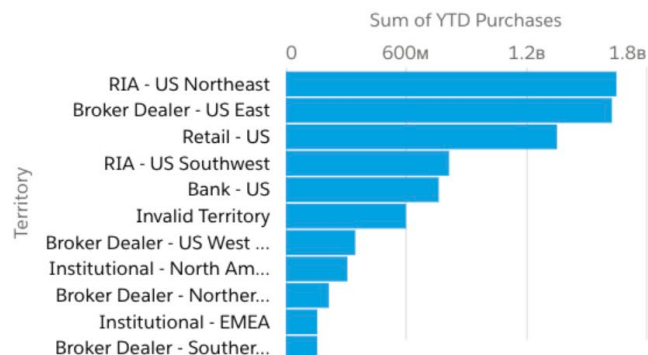
Top Territory By YTD Purchases

Territory	Sum of YTD Purchases ↓
RIA - US Northeast	1.7B
Broker Dealer - US East	1.6B
Retail - US	1.4B
RIA - US Southwest	815.7M
Bank - US	764.0M
Invalid Territory	600.5M

[View Report \(Top Territory\)](#)

Top Territory

Top Territory By YTD Purchases



[View Report \(Top Territory\)](#)

Top Wholesalar

Top Wholesalar By YTD Purchases

Wholesaler Name (Territory - Do not use)	Sum of YTD Purchases ↓
Suzanne Chan	1.7B
Rachel Edwards	1.6B
Keith Smart	1.4B
Jasmine Okumura	1.2B
Ethan Zobelle	815.7M
Conversion Process	498.8M

[View Report \(Top Wholesalar\)](#)

Top Wholesalar

Top Wholesalar By YTD Purchases



[View Report \(Top Wholesalar\)](#)



Report: Firm By Office By Rep By Summary
Firm Product Report

☐ Firm Name ↑	☐ Product Title ↑	Sum of YTD Purchases	Sum of YTD Redemptions	Sum of YTD Net	Sum of Current Assets
☐ California Plan Services LLC	MARS Fundamental Global	455	-7,664	-7,208	195,078
☐ Callahan Advisors, Llc	MARS Fundamental PLUS	0	0	0	154,981
	MARS Fundamental PLUS INTL	0	0	0	120,900
☐ Callahan Capital Management	MARS Fundamental Global	0	-18,447	-18,447	1,081,566
	MARS Fundamental Intl	24,471	-706,091	-681,620	4,742,233
	MARS Real Return Asset	13,287	0	13,287	28,194
	MARS StocksSTAR Absolute Ret...	0	0	0	381,345
☐ Callan Associates Inc.	MARS Fundamental Global	140,123	-7,073,737	-6,933,613	6,090,711
	MARS StocksSTAR	164,414	0	164,414	0
	MARS Total Return II	15,930,880	0	15,930,880	185,769,863
☐ Callodine Capital Management	Health Maintenance Organizati...	828,050	0	828,050	4,286,442
	Retirement Plan MF	656,950	0	656,950	6,429,662
☐ CalPac	MARS StocksSTAR Absolute Ret...	7,510	-1,057	6,453	132,465
☐ CALPERS - California Public Employees' F	MARS Fundamental Global	0	-291,023	-291,023	0
	MARS Fundamental PLUS	0	0	0	75,691
☐ Calton & Associates, Inc.	MARS Fundamental Global ex US	0	0	0	462,664
	MARS Fundamental Intl	0	0	0	67,412
	MARS StocksSTAR	0	0	0	20,220