

# Advisor Prospects

## TARGET THE ADVISORS MOST LIKELY TO SELL YOUR PRODUCTS

- Identify your best opportunities
- Populate or expand your prospect pipeline
- Update your CRM with the latest contact details
- Manage campaigns
- Get timely updates on industry movement

## KNOW WHERE THE PRODUCERS ARE

Advisors are constantly on the move. Now, the data that drives the most advanced Broadridge solutions is available to you as a stand-alone data set. Use it to fuel your sales and CRM efforts. Armed with Advisor Prospects, your sales teams can spend less time researching and more time successfully targeting prospects.

## INSTANTLY CONNECT WITH YOUR TARGET MARKET

Get a single, consolidated view of the industry that includes the information you need to segment and contact your best prospects.

- Name
- Firm
- Office
- Person (RR and/or IARs)
- Email
- Phone Number
- Title
- Group/Team
- Examinations
- Producer Flag

Our datasets are updated daily, so you'll always receive the most current information. Proprietary details including group information, potential producers and Fi360® fiduciary details come together with current email and phone number information, making it the most robust data set available.

## SUBSCRIBE WITH CONFIDENCE

Advisor Prospects is subject to the same rigorous cleansing, validating and accuracy checks that Broadridge applies to every industry-driving dataset. Discover why hundreds of asset managers rely on our data to compete—and win.

START WITH THE DATA THAT CAN GROW YOUR PIPELINE QUICKLY AND EASILY



### STEP 1

Load Advisor Prospects data into your existing CRM



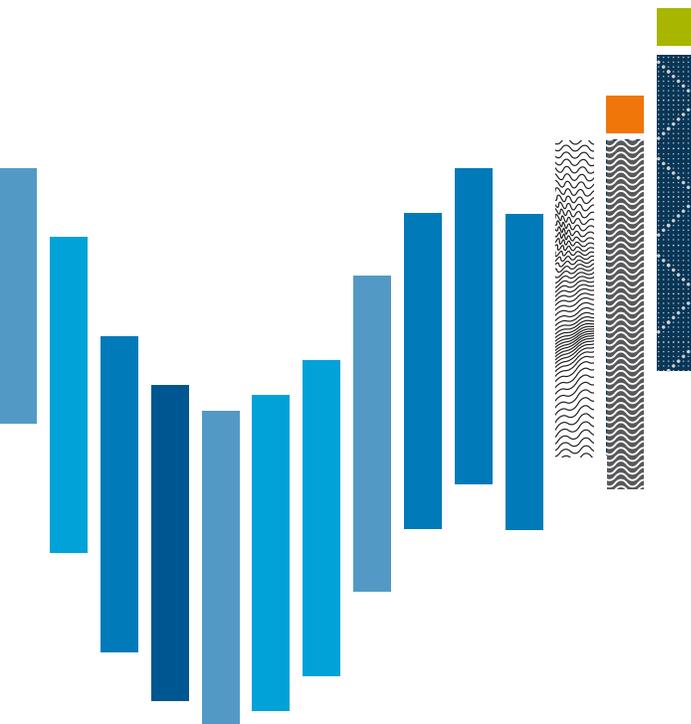
### STEP 2

Zero in on your firm's best prospects



### STEP 3

Start sending campaigns and winning business



## LOOKING FOR ADDITIONAL SALES POWER?

Broadridge Advisor Prospects provides asset managers and ETF issuers of all sizes with comprehensive knowledge of the producers in their target marketplace. And for those looking to leverage that knowledge more efficiently and grow even faster, Advisor Prospects can be combined with Broadridge Opportunity Hunter.

Opportunity Hunter is a mobile, multi-channel prospecting and sales tool that prioritizes prospects based on a product-level comparison of holdings representing more than \$15 trillion in the mutual fund, closed-end fund and ETF markets. Use it to position your funds against the competition by identifying pools of assets in Morningstar categories where your funds outperform.

Firms that combine the Advisor Prospects data with Opportunity Hunter gain deeper insight into the producing advisors behind each office's calculated opportunity, enabling more meaningful conversations with advisors. And the integration is seamless, making Opportunity Hunter an attractive alternative for smaller firms as they gain scale.

Developed with smaller asset managers and ETF issuers in mind, Broadridge Advisor Prospects provides an opportunity to consolidate vendors if they already subscribe to Market Analytics or Opportunity Hunter.

FEATURES	ADVISOR PROSPECTS	OPPORTUNITY HUNTER
IBD/RIA Names and Current Contact Data	✓	✓
Proprietary Broadridge Profile Data	✓	✓
Proprietary Fi360® Fiduciary Data	✓	✓
Email and Phone Information	✓	✓
Daily Updates	✓	✓
Broadridge Fund and Asset Holding Data	—	✓
Predictive Analytics	—	✓
Product Comparison	—	✓
Morningstar Attributes	—	✓
Fund Comparison	—	✓
Geospatial Tools	—	✓

Broadridge, a global Fintech leader with over \$4 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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DATA AVAILABLE BY CHANNEL  
(APPROXIMATE)

### BROKER-DEALERS

Firms  
3.5K

Offices  
150K

Registered Reps  
650K

Email Addresses  
480K

Phone Numbers  
459K

### RIAs

SEC and State Registered RIAs  
30K

Investment Advisor Reps  
350K

Email Addresses  
225K

Phone Numbers  
212K

Groups/Teams  
30K

Group Members  
110K

For more information on how you can target the right advisors and BDs, contact Fred Kosanovic at:

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