

Quarterly Performance Report

What Is a Quarterly Performance Report?

Pershing's Quarterly Performance Report (QPR), a feature of the Portfolio Evaluation Service® (PES®), is a performance management reporting tool that you can offer to clients who have nonmanaged accounts. The QPR, available as a basic report or in a more comprehensive enhanced version, provides clients with information to assess their portfolio performance with features such as tax-lot reporting, realized and unrealized gains and losses, performance measurement, cash flow projections, and more.

Features of the Quarterly Performance Report

- › **Basic Quarterly Performance Report.** The basic QPR offers a high-level overview of an account's performance, including account holdings with all tax-lots and unrealized gains and losses; year-to-date realized gains and losses; asset allocation pie chart; and performance measurement charts displaying account performance since inception, for the prior quarters, for the prior years, and year-to-date. The basic QPR also allows for the inclusion of up to five indices against which clients can monitor and compare their investments.
- › **Enhanced Quarterly Performance Report.** Building on the information in the basic report, the enhanced QPR offers an array of additional options, which can be customized according to your clients' needs. The additional options offered include commentary from leading industry research analysts, detailed performance information, fixed income sections, and projected income and cash flow for fixed income securities.
- › **SelectLink®.** Available in both basic and enhanced versions of the QPR, SelectLink® combined account summary enables your clients to receive a consolidated view of multiple accounts in a single report, delivered in a single envelope.
- › **Portfolio Performance Monitoring.** At a glance, you and your clients can monitor the account's relative performance by comparing it to benchmark indices. This feature is available in both basic and enhanced versions of the QPR.
- › **Fixed Income Sections.** For your clients with fixed income securities, a special fixed income section in the enhanced version of the QPR focuses on such details as Moody's and Standard & Poor's® ratings, next redemption dates, projected income, and cash flow figures, allowing you to proactively manage your clients' portfolios.

Benefits of the Quarterly Performance Report

- › **Market Commentary.** Your clients who receive the enhanced QPR will have access to insights on the economy and current market environment from leading industry research analysts.
- › **Comprehensive Portfolio Evaluation.** The QPR gives you a powerful tool for measuring and presenting the performance of your clients' portfolios. This tool will help you with the ongoing review of each portfolio to ensure it is meeting the investment objectives of each client on an account-by-account basis.
- › **Streamlined Presentation.** The QPR's straightforward, logical management of complex information helps you convey ideas to clients effectively during client meetings. Clients who see precisely how their accounts are operating gain an improved understanding of their investment strategy at work, leading to greater confidence in your relationship.
- › **Improved Asset Gathering.** With a better understanding of their investments and your proactive management of their portfolio, your clients may be more likely to consolidate a greater share of their assets with you.
- › **Improved Cash Flow Management.** Fixed income sections, available only in the enhanced QPR, help you anticipate future cash flow, giving you the ability to make practical recommendations tailored to meet each client's particular investment objectives.

Pershing LLC, member NASD, NYSE, SIPC. For investment professional use only. Not for public distribution. Trademarks(s) belong to their respective owners.