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## WHAT IS THE PORTFOLIO EVALUATION SERVICE?

Pershing's Portfolio Evaluation Service (PES™) provides complete tax-lot accounting and performance measurement, and a variety of other tools designed to enable your firm to manage your client's accounts more effectively.

Tax-lot accounting is the maintenance of cost basis, in addition to gains and losses, for securities in your clients' accounts. With PES, tax-lot information is presented in a way that makes it easy for you to identify profit and loss situations, while assisting clients in tracking their current and potential tax liabilities.

Performance measurement is the percentage change in market value for an account since inception and for subsequent time periods. With PES, performance information is presented at the total account level and by asset category. You can also monitor account performance relative to over 60 benchmark indices, thus helping your clients to better understand and manage their investments.

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## THE FEATURES OF PES

- **Portfolio Evaluation System (PORT).** This system includes comprehensive tax-lot information and dedicated fixed income screens. There are also optional screens available for performance measurement review. Many screens can be printed, in a presentable report format, and used in client presentations.
- **Monthly Brokerage Account Statements.** PES is available on your clients' monthly brokerage account statements. Tax lots may be included on a monthly basis. A year-to-date schedule of realized gain and loss information will be included on a quarterly basis.

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## THE BENEFITS OF PES

- **Resource-Friendly.** PES is a full-service product; your firm does not need to allocate resources to reconcile positions, calculate corporate action adjustments, maintain a security master database, or procure a pricing service.
- **Time Savings.** As a result of the integration with your margin and bookkeeping records at Pershing, PES eliminates the need to reconcile two systems or receive additional data for comparative purposes.
- **Data Integrity.** The integration of PES with Pershing's trade processing and bookkeeping systems assures the accuracy and consistency of the data.
- **Improved Asset Gathering.** With a better understanding of their investments, your clients will achieve greater control over their portfolios, thereby increasing the likelihood that they will consolidate more of their assets with your firm.
- **Calculation Compliance.** All performance measurement calculations are in accordance with the standards established by the Association of Investment Management and Research (AIMR).
- **Program Flexibility.** PES allows your firm to utilize its features in a way that maximizes your clients' financial goals and objectives. Your firm has control over which accounts will most benefit from PES, based on the criteria you select. Your firm may also choose any combination of the following options: online tax-lot accounting; enhanced customer statements; or performance measurement.

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# Fact Sheet

A GLANCE AT THE  
PRODUCTS AND SERVICES  
AVAILABLE FROM PERSHING.

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