



Benefits of Data Aggregators

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As the financial services industry continues to add new technology, data is easier to access now than it has ever been; investors have more information readily available than they know what to do with. If investors have accounts with multiple advisors or at many institutions, it can be difficult to understand where they are investing their money.

Often, understanding the overall financial picture can be cumbersome, which can lead to neglect of important details: understanding asset allocation, staying on top of daily spending and creating dynamic financial plans with accurate data. Thanks to data aggregation technologies, these details are accessible through an online portal. While many tools allow investors to access this data, few tools are available that allow them to see what happens if changes are made to their asset allocation or spending preferences. However, our recently launched data aggregator and planning tool called mywealth by Greenleaf Trust is used to help clients achieve their goals by conducting the aforementioned “what-if” scenarios.

mywealth by Greenleaf Trust allows our clients to view their holistic financial picture — including their spending, assets, and liabilities — on an ongoing basis. Not only is this great for clients, but it is immensely helpful for advisors as it ensures that assets are properly allocated to meet clients’ goals based on their tolerance for risk in a holistic way and on a consolidated basis.

Asset Allocation

Asset allocation is one of the top determinants of

investment returns. When creating an asset allocation, advisors need to view it on a consolidated basis, and consider all investments (including real estate, closely held stock, and business interests). Viewing all of this information in one place allows a financial advisor to make an appropriate recommendation for the portfolio.

Budget

Often, people utilize multiple banks for their day-to-day spending, but logging into all of the accounts to review transactions can be time-consuming. Another benefit of using a data aggregator like mywealth by Greenleaf Trust, is that it allows the user to stay on top of their budget and daily spending so each client can understand where their money is going.

Dynamic and Accurate Planning

Because all account balances, transactions and holdings are updated on a daily basis, dynamic and accurate plans can be changed and generated with a few simple clicks. Clients are able to see assumptions in real time, allowing them to make their plans more accurate, impactful and actionable.



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Data aggregation has changed the financial services industry by providing an investor a holistic overview of how their assets are allocated. The ultimate goal of mywealth by Greenleaf Trust is to help clients track and achieve their financial goals. If you are interested in seeing how mywealth by Greenleaf Trust can help you achieve your financial goals and stay on top of your budget, contact any member of your client centric team to get started. 