

# Manager Marketplace

## *Product Distribution*

### Why SMArtX?

#### Expand your distribution

Reach more investors efficiently. SMArtX enables asset managers to scale the distribution of investment products, research, and proprietary strategies with minimal friction. Automate repetitive workflows and reduce the burden of one-to-one investor interactions—all through an intuitive platform that centralizes client and portfolio data.

**Managers**

370+

**Strategies**

2,500+

**Client Accounts**

100,000+

### Key Features



#### Automated Trading

Seamlessly execute trades with continuous, automated functionality. SMArtX supports rapid entry and exit while helping maintain portfolio performance consistency.



#### Strategy Set-up

Launch new investment strategies on the platform quickly, with minimal manual setup.



#### Comprehensive Reporting

Access performance reporting, trade histories, and centralized analytics to support investor transparency and operational oversight.



#### Strategy Versatility

Distribute a variety of investment products—including traditional, alternative, and direct indexing—through a single, unified platform.

## Manager Onboarding Overview

### Process

- 1. RFI Questionnaire:** We collect basic firm and strategy information for our internal review and approval process.
- 2. Strategy Buildout:** Our team sets up the strategy within the SMartX platform, including technical configuration, & workflow integration.
- 3. Platform Training:** Managers receive guided training to ensure their team can efficiently navigate and manage strategies on SMartX.
- 4. Strategy Launch:** The strategy goes live on the platform and becomes available for advisor allocations.

## Onboarding Requirements



### Firm AUM Requirements

Minimum \$100mm in firm assets



### Strategy AUM Requirements

Minimum \$25mm in strategy assets



### SEC Requirements

Firm is in good standing with the SEC



### Compliance Requirements

Strategy must have a three-year, GIPS/third-party audited track record

## Model Maintenance Options

### Delivery Method

- **Automatic Updates:** Seamlessly sync model changes through a daily API connection.
- **Manual Updates:** Directly upload model updates via CSV directly within the SMartX Manager Dashboard

## Model Marketplace Recognition

2025 Wealth  
Management.com  
Industry Awards  
**Winner**

