

CASE STUDY

Win a client by *explaining* their current portfolio.

A prospect sends a six-page statement and asks one question: is my portfolio any good? How an advisor answered it before the first meeting, with the prospect's own numbers.

\$2.4M

Taxable account,
all in equity

76

Positions on
the statement

73%

Of the equity in
technology

84

Pack Risk Number
(S&P 500: 71)

0.92%

Fund cost,
every year

THE SITUATION

The prospect owns **six technology mutual funds** that carry 78% of the account, and **seventy individual stocks** bought over the years, none of them larger than half a percent.

On paper it looks diversified: 76 lines on the statement. Nobody has ever shown him what those lines add up to.

WHAT THE ADVISOR DID

The advisor used Pack Analytics' **pre-analysis** section to identify key red flags in a prospect's portfolio, including high expense ratios, individual stock and mutual fund concentration, sector overexposure, and overall portfolio risk.

By highlighting these issues in a personalized proposal presentation, the advisor demonstrated the value of his investment approach and ultimately won the client.

WHAT THE FUNDS COST EACH YEAR

~~\$22,029~~

\$0

HIS SIX FUNDS · 0.92%

What he pays today. The six funds have a weighted expense ratio of 0.92%: \$22,029 a year on this account.

\$7,161

\$0

ADVISOR ETF MODEL · 0.30%

The advisor model next to it. The same account in the advisor's all-equity ETF model would cost 0.30%: \$7,161 a year.

*He thought he owned 76 positions. He owns *one sector, six funds* and a long tail that changes nothing.*

What Pack flagged, and *how the advisor explained it.*

	WHAT PACK FOUND	IN PRE-ANALYSIS	THE NUMBER
1	<i>Most of the money is in five holdings.</i>	FLAG · HIGH Five funds, each above 10% of the account. Most of the outcome is decided by a handful of positions.	71.2% in the top five
2	<i>One sector drives the portfolio.</i>	FLAG · HIGH · SECTOR EXPOSURE Technology next to the S&P 500 on the same chart. One industry cycle drives the whole account.	72.6% technology · index 38.0%
3	<i>A long tail that changes nothing.</i>	FLAG · HIGH Positions below 0.5% each: too small to change the outcome, large enough to cost trades and tax lots.	70 of 76 positions
4	<i>Almost everything is in one region.</i>	FLAG · MEDIUM · GEOGRAPHIC EXPOSURE Home bias at this level leaves the portfolio exposed to one economy and one currency.	97.3% North America
5	<i>More risk than the market.</i>	RISK NUMBER Beta, drawdown, stock and sector concentration in one number, next to the benchmark. Three-year beta 1.42; sector concentration 98.	84 S&P 500: 71
6	<i>Expensive funds.</i>	EXPENSE RATIO Each fund's expense ratio and what it costs in dollars a year, weighted across the account.	0.92% \$22,029 a year

STEP ONE

Explain before you propose

Upload the prospect's statement and let Pre-Analysis do the first read. Every chart sits next to a benchmark, and the flags are graded, so the conversation starts from what matters most.

STEP TWO

Then show the alternative

When the prospect asks what you would do instead, the same portfolio moves on to Optimization, Comparison and a branded proposal. Nothing is re-entered.

The first meeting is not a pitch. It is the first time someone explains the portfolio *in the prospect's own numbers.*

Illustrative case study on a fictional client. Figures are what Pack Analytics' Pre-Analysis showed for a sample statement of this portfolio; the benchmark in the charts is an S&P 500 ETF (0.09%, \$2,161 a year). The advisor model's cost is the weighted expense ratio of the advisor's all-equity ETF model, from the Pack database. Nothing here is investment or tax advice. Results depend on the holdings, market prices and the data available for each security.