



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 you to manage your accounts more effectively.

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 subsequent time periods. Performance data is presented at the account and asset category level. You can also monitor account performance relative to over 60 benchmark indices, thus helping your clients to better understand and manage their investments.

The Features of PES

- **NetExchange®.** PES information is available on NetExchange Pro® and NetExchange Client®. Unrealized gains and losses and realized gains and losses for the current and prior calendar year are available on all NetExchange platforms. For accounts with performance measurement, charting and graphing of performance at the account and sector level and the ability to view performance against benchmark indices are available on NetExchange Pro.
- **Monthly Brokerage Account Statements.** For accounts on PES, unrealized and realized gains and losses may be included on your clients' monthly brokerage statements. Tax lot information and unrealized gains and losses appear each month in Portfolio Holdings. PES accounts will also receive a Schedule of Realized Gains and Losses section, which can be displayed either, year-to-date on each quarter-end statement or, monthly for each given month between January and November. Then, in December, the section will include all realized gains and losses for the entire calendar year.
- **Quarterly Performance Reports (QPRs).** For accounts on PES with performance measurement, quarterly performance reports are available for nonmanaged accounts. Your firm may take advantage

of the basic QPR or the enhanced report, which includes a deeper analysis of the client's account. The enhanced report can be customized as you select from a wide range of available sections to include in the reports. Either report will provide your clients with the necessary information to assess their portfolio's performance.

- **Posting.** For firms that elect to maintain their entire account base on PES, posting can be provided, electronically, by account and by CUSIP®, that includes buys, sells, maturities, stock splits, spin-offs, and other corporate actions.

The Benefits of PES

- **Resource-Friendly.** Your firm will no longer need to allocate resources to reconcile positions, calculate corporate action adjustments, maintain a security master database, or procure a pricing service, because PES is a full service product.
- **Time Savings.** PES eliminates the need for you to reconcile two systems or receive additional data for comparative purposes since PES integrates the margin and bookkeeping records at Pershing.
- **Data Integrity.** All data is accurate and consistent due to the integration of PES with Pershing's trade processing and account record keeping systems.
- **Improved Asset Gathering.** With a better understanding of their investments, your clients may be more likely to consolidate more of their assets with your firm and achieve greater control over their portfolios.
- **Program Flexibility.** The flexibility PES offers can help you to maximize your clients' financial goals and objectives. Your firm has control over which accounts will benefit most from PES, based on the criteria you select. You can selectively add accounts to PES or elect to set automatic account opening rules.
- **Calculation Compliance.** All performance measurement calculations are in accordance with the standards established by the Association of Investment Management and Research (AIMR).

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