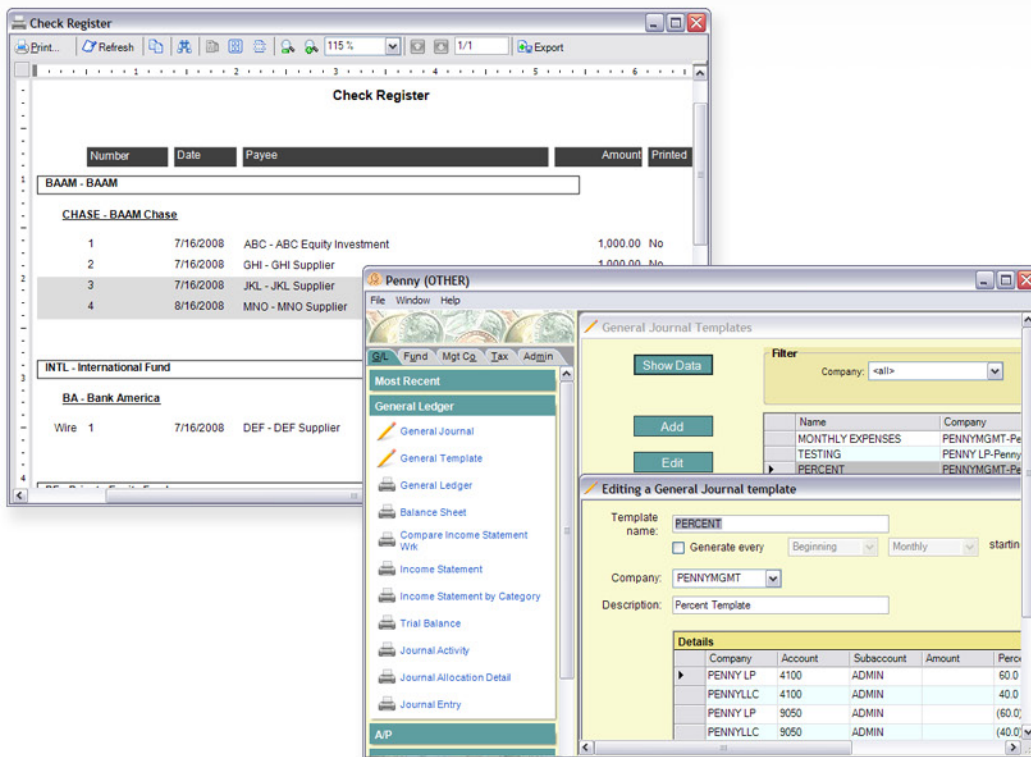


Penny® - It Works: for Family Office Back-Office Accounting

Busy wealth managers can ensure that high net worth clients receive prompt distribution payments, accurate investor accounting, and timely bill paying with Penny® in the back-office.



“ Penny® freed up the time we used to spend tracking accounts in spreadsheets. Now we have the resources to give our high net worth clients the personalized services that are critical to meeting their needs.”

- Chief Financial Officer, large multi-family office group



Simplify Back-Office Operations

Tailored to the unique accounting requirements of multi-family offices:

- DISBURSEMENTS – bank or omnibus
- A/P – check-writing, wires, multi-currency
- G/L – customizable ledger categories and recurring journal entries

Account for Complex Legal Structures

Intricate partnership, shareholder, trust, and fund:

- ASSIGNMENTS – track beneficiaries
- ALLOCATIONS – by person or group
- GAINS & LOSSES – master feeder flow-through

Streamline Financial Reporting

Described by Reuters as “the next best thing to a crystal ball” Penny® reports on:

- INVESTMENT ACTIVITY – by investor, beneficiary, or family group
- FINANCIAL STATEMENTS – personalized for both members and families
- CONSOLIDATIONS – of capital balances and performance reports across legal entities



“ Penny® is the most flexible investment partnership accounting tool in the industry.”

- Gerry Ranzal, CPA Partner-in-Charge,
Financial Services, Anchin, Block, Anchin, LLP

Technical Overview

Client Server Architecture
All you need is SQL-server and .NET.

Seamless Integration
Accepts feeds from Geneva®, MSPA®, and other portfolio management systems.

Fast Implementation
Initialize at any point and time and backload later by importing data from Excel or CSV.

Rapid Data Entry
Intuitive user interface supports multi-tasking.

Customization & Localization
Multiple currencies and date formats.
Developer API.

Powerful Reporting
Customizable reports. Audit trails.
PDF or Excel exports.

No-Risk Pricing

Simple monthly “pay-as-you-go” fee based on assets under management.
Average monthly per-user fee of \$800-\$1,500.

No large up-front licensing costs. No maintenance charges. Free quarterly enhancements.

Integration services available for large-scale conversions.

FREE Demo

Call Maria Solovieva at (914) 358-0016 to arrange a demo of Penny®-It Works.

Fast Facts

640 Funds
Using Penny®

141 Billion
Under Management

2.5 Seconds
to Close a Period

20 Percent
Top Administrators Use

3 Weeks
to Implement