



# The Future of Advisory Is Immediate

Lately it feels like the only thing slower than organic growth in the advisory industry are the hold times for service at some legacy custodians. It's time to go from stuck to frictionless. That's where Apex comes in.\*

## Technology and Services Built for Real-Time Impact

Straight-through processing. Straightforward communication with your custodian. Welcome to life with a modern custodian and an innovative platform designed for intuitive efficiency.

**Real-Time Account  
Opening & Funding**

**Real-Time Self-Service:**

- Personal Dedicated Service Team

## Paths to Scalable Growth within Reach

Apex unlocks new potential for scale by innovating new ways to remove friction and amplify the results of your work.

✓ **Mass Affluent Investors**

Through tools and offerings that help you expand your addressable market

✓ **Next-Gen Investors**

Through digital experiences proven to resonate with modern investors

✓ **Potential Organic Growth**

Through back-end efficiencies and capabilities built for scale

## A Custodian Proven at Scale

Our advisor services are provided through Apex Clearing Corporation, the custodian behind the retail investing revolution. Our innovations include fractional share investing, real-time account opening, and much more.

**19M+**

BROKERAGE  
ACCOUNTS

**\$141B+**

ASSETS UNDER  
CUSTODY

**42**

AVERAGE  
INVESTOR AGE

(WEIGHTED BY  
ASSETS)\*\*

## Solutions

### Apex Astra

Our efficient operating system allows advisors to open, fund, permission, move money, self-service and process management fees.

### Apex Onboarding Edge

Get new clients up and running in minutes, from their own home, without physical documentation.† Our built-in end-to-end digital onboarding tool that turns prospects into clients in real time, either one at a time, or in bulk.

### Apex Data Lake

Get access to your data on demand — run custom queries to inform your business decisions in real time.

### Digital Self-Service Experience

Solve common issues right away without picking up the phone. Route your complex issues straight to the right person on our team. Receive proactive education and support for trending/emerging issues at firms like your own.

### Apex Rebalancer

Our built-in rebalancing tool provides automation, trade explanations and customization at scale. Supporting whole and fractional trading capabilities, streamlined model management, tax loss harvesting capabilities, direct indexing, and rebalancing at the security or asset level.

### Third-Party Tech Ecosystem

Experience the next level of system integration with our third-party ecosystem. Open accounts, move money, and handle other service requests without switching platforms — with a system designed to weave more data and capabilities into a single tab.

### APIs & Tour Guide Services

For advisory firms that want to own the front-end, back-end experience, or elements of either one — we offer flexible APIs and veteran guidance to help you bring your next technology vision to life.

✓  
Curious? Let's Talk

Learn More

\* Apex Advisor Solutions empowers the future of wealth management with digital custody and clearing provided through Apex Clearing Corporation.

\*\* Asset-weighted age is the average age of end-investors factoring in the amount of their assets. Apex internal data as of 5/1/23.

† Most accounts can be opened in seconds and funded moments later, enabling trading thereafter.

All stats are Apex proprietary data as of 6/30/24 unless otherwise noted.

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Apex Fintech Solutions is a fintech powerhouse enabling seamless access, frictionless investing, and investor education for all. Apex's suite of scalable solutions fuel innovation and evolution for hundreds of today's market leaders, challengers, change makers, and visionaries. The Company's digital ecosystem creates an environment where clients with the biggest ideas are empowered to change the world. Apex works to ensure their partners succeed on the frontlines of the industry via bespoke solutions through its Apex Clearing™, Apex Advisor Solutions™, and Apex Silver™ brands.

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