Corestone®

Solution Snapshot

Overview

Strengthen the relationship between advisors and investors, simplify investors' financial lives, offer added convenience, and deliver consolidated portfolio reports with Corestone®, BNY Mellon's Pershing's asset management account.

Industry statistics and growth

- The average size of a Corestone account is over two times larger than the standard retail brokerage account[1]
- Corestone can help retain billions of dollars in required minimum distributions (RMDs) that Pershing distributes annually[1]

Added value to your firm

- Improve profitability and drive growth through consolidation and asset retention
- Deepen client engagements and strengthen relationships
- Increase satisfaction by helping meet investor liquidity and Individual Retirement Account (IRA) distribution needs

Added value to advisors

- Gather more client assets and establish stronger long-term relationships
- Manage an investor's entire portfolio from a single online platform
- Increase efficiency by allowing investors easy access to their funds
- Re-engage with inactive investors by helping them manage their daily financial lives

Added value for investors

Corestone keeps finances in one place. Investors may track spending, write checks, make purchases and get cash. Key features include:

- Direct deposit at no charge
- Unlimited check writing and initial check order at no charge
- BillSuite®, a complimentary bill-paying service for NetXInvestor users
- Benefits for higher tiers include a free Visa® debit card, a complimentary RewardSuite® loyalty program and free dividend reinvestment (Platinum only)

Conversation starters for advisors

Investors in different life stages may benefit by consolidating their assets in one place.

- Asset gatherers—Access funds conveniently
- Business owners—Manage assets and cash flow
- Nearing retirement—Track income, including direct deposit of Social Security checks
- In retirement—Plan for RMDs by establishing automatic distributions to the Corestone account

Costs

- No cost to your firm (If you elect to customize your Corestone program, additional fees will apply)
- Annual tiered fee for investors
  - Redemption of Rewardsuite points for eligible tiers may help offset fees

Customization options

- Semi-customization—printing your logo onto the corestone debit card and check stock ($15,000)[2]
- Full customization—complete branding of debit card and check stock ($30,000)[2]
- Bank customization—full customization using your firm's bank affiliate (determined by bank requirements)

Pershing's support

- Dedicated Pershing Operations team to support your firm and advisors
- 24/7 investor toll-free number including a Spanish option

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Corestone Features

		Silver	Silver Plus	Gold	Platinum
Investments	Daily sweep of uninvested cash	•	•	•	•
	Complimentary dividend reinvestment			•	•
Deposits	Direct deposit	•	•	•	•
Spending	Unlimited check writing with no per check minimum	•	•	•	•
	Free bill payment and electronic check presentment with BillSuite	•	•	•	•
	The ability to use a checking account for electronic fund transfer, insurance payment and trust payment needs	•	•	•	•
	Visa debit card		•	•	•
	Purchase protection and travel benefits			•	•
	RewardSuite loyalty program, available at no additional charge			1 point/ $1 spent	1.5 points/ $1 spent
	Reorders of wallet checks	$12.50	$12.50	$10.00	$7.50
	Free stop payment orders				•
Cash	Free access to 9,000 PNC Bank ATMs and over 43,000 Allpoint network ATMs		Up to $500 daily	Up to $1,500 daily	Up to $3,000 daily
	Fee reimbursement on non-network ATMs			Up to $5 monthly	Up to $10 monthly
Reporting	Online check image retrieval (front and back)[4]	•	•	•	•
	Enhanced cost basis reporting for investments			•	•
	Expense coding and tracking			•	•
	Statements record expenses by category			•	•
	Year-end account summary of expenses by category			•	•

Agreements

- There are no separate agreements required between Pershing and your firm
- For investors: Corestone application, agreement, financial terms card

Resources

Visit NetX360®'s Marketing Center:

- Corestone investor brochure
- BillSuite investor fact sheet
- Investor kit, including account opening documents
- RMD retention fact sheet and investor RMD reminder statement inserts

Next steps

- Incorporate Corestone into your new account opening process
- Promote the upgrade opportunity for select clients

Contacts

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- For more information, please contact your Pershing Enterprise and Product Consultant

[1] Source: Pershing data as of December 31, 2018.

[2] Initial cost estimates. Cost for checkbooks and shipping may be higher.

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