



## HD Vest and Wealthcare Capital Extend Collaboration with Launch of Next Generation Goals-Based Investing and Financial Planning Software

**Richmond, VA & Philadelphia, PA (December 3, 2015)** – HD Vest Financial Services® and Wealthcare Capital Management announced that they will be extending their relationship by rolling out Finaceware 2.0, the next-generation of goals-based investing and financial planning software.

HD Vest, with approximately \$36 Billion in assets and a network in excess of 4,600 advisors<sup>1</sup> is the leading financial services company empowering tax professionals to provide holistic wealth management advice. HD Vest is a staunch advocate of holistic financial life planning solutions and a premier Finaceware user, which the firm offers to its financial advisors as a core part of its VestVision platform. The firm will be deploying a specialized version of Finaceware 2.0 uniquely tailored to align with HD Vest's branded value proposition as a functionality enhancement to its VestVision platform, which utilizes a comprehensive, eight-step process to help its financial advisors easily identify client priorities, develop investment plans and help bring their clients' financial futures into focus. Given the flexibility and configurability of the application the parties are intending to roll this out to the HD Vest's advisor force in Q1 of 2016.

Since its launch in August 2014, HD Vest-affiliated financial advisors have utilized VestVision to create nearly 8,000 investment plans for their clients, with 44 advisors creating their first VestVision-driven investment plan per month in 2015 on average. VestVision investment plans today account for over \$6 billion of client assets among HD Vest-affiliated advisors.

"Clients are demanding highly personalized life planning, tax management and integrated investment portfolios tailored to their individual goals and profiles," said Scott Rawlins, Managing Director, Sales of HD Vest. "Not only does the Finaceware 2.0 enhancement to our VestVision process bring the necessary technology and functionality advisors need to deliver the best all-around advice, but it also provides flexibility to integrate a goals-based process seamlessly with specific HD Vest proprietary workflows. HD Vest is excited to continue to augment unique platforms and programs for advisors such as VestVision on a continuous basis, in line with our mission of enabling independent advisors to deliver truly holistic financial planning and investment management."

The new 2.0 user interface is intuitive and visually engaging. Streamlined navigation enables advisors to present clients with a detailed, yet simplified roadmap that provides both a snapshot of short-term performance, and also clear alignment of current investments with long-term financial objectives.

With Finaceware 2.0, advisors will have access to all new modules, such as the highly visual and interactive life-goals selector called the Dream Board, the "What If" Command Center and the newly designed Comfort Zone® indicator, powered by Wealthcare's proprietary Monte Carlo simulation engine running 1,000 unique lifetime simulations.

"HD Vest is a firm that understands how to deliver a truly integrated life planning advisor solution. As a result, both advisor and clients are seeing the amazing benefits of elevating their practices to be more client-centric. HD Vest has a well-deserved reputation for its commitment to providing tax specialists and advisors with the necessary resources to deliver exceptional service." said Wealthcare CEO, Michael Ashker. "We are honored to collaborate with HD Vest on fulfilling the promise of goals-based investing."



### **About HD Vest Financial Services**

Since its inception in 1983, HD Vest Financial Services has supported an independent network of tax and non-tax professionals, empowering them to provide comprehensive financial planning solutions including securities, insurance, money management services, and banking solutions. It was ranked as one of the top 20 independent broker-dealer firms<sup>2</sup>. For more information, please visit [www.hdvest.com](http://www.hdvest.com). HD Vest Financial Services® is the holding company for the group of companies providing financial services under the HD Vest name. Securities offered through HD Vest Investment Services<sup>SM</sup>, Member SIPC, Advisory services offered through HD Vest Advisory Services<sup>SM</sup>.

VestVision is based upon the software, patents, copyrights and some of the trademarks owned, developed by or exclusively licensed to Wealthcare Capital Management, LLC. ("Wealthcare"). All Wealthcare content within VestVision supports the use of Wealthcare's method and system for financial advising, its method, system and computer program for auditing financial plans, the system and method for incorporating mortality risk in an investment planning model, and the related terminology specific to its patents are used under license from Wealthcare. (U.S. Patents numbers 6,947,904/7,562,040/7,650,303/7,865,138/7,991,675). HD Vest Advisors are responsible for developing individualized investment recommendations or financial and investment plans for their clients.

<sup>1</sup>As of October 31, 2015

<sup>2</sup>Investment Advisor 2014 Broker-Dealer Reference Guide, which measured/ranked the top 25 independent broker-dealers by annual revenue.