
WHO'S MAC?

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This article is relevant to financial professionals who are considering offering Model Portfolios to their clients. If you are an individual investor interested in WisdomTree ETF Model Portfolios, please inquire with your financial professional. Not all financial professionals have access to these Model Portfolios.

WisdomTree is excited to announce the introduction of the [Model Adoption Center](#)—affectionately called the MAC. The journey to the MAC was an interesting one and it began with an advisor who told us that “I know things have changed. I feel like there are challenges around every corner, and it’s just hard to stay ahead of the game on models.”

This advisor voiced feelings that we had heard in many conversations and inspired our research into third-party models. The MAC is the result of research with more than 6,000 investors that we’ve interviewed over the years, with over 2,000 in-depth model conversations, and hundreds of advisors that proved to us that third-party models can actually help reinforce your value as an advisor.

1. True investor ideas and perceptions about models, based on research findings from the past two years.
 - a. For example, did you know that 63% of the investors we surveyed believe that applying a third-party model to their portfolio would positively impact them?
 - b. Or that 90% of these investors thought it acceptable for their advisor to use a “preset investment model portfolio.”
 - c. According to our investors, you can and likely should be using third-party models to leverage expertise and focus on the more important aspects of your client relationships.
2. Materials and tools that help you better understand and explain what third-party models can offer to investors.
 - a. Brochures, white papers, emails and other prospecting materials.
 - b. A behavioral finance-based tool that helps you assess your client’s tolerance and view the models that may fit their needs.
 - c. Information about how WisdomTree builds models.
3. Unprecedented access to the WisdomTree Model team.
 - a. You can chat online with a team member.
 - b. You can email the Investment Committee with questions.
 - c. You can follow a step-by-step guide for how to use models no matter what platform you are on.

Remember that many clients today want much more from advisors. Third-party models can help you meet their needs, while reinforcing your value. Consider that:

- Only you know your clients well enough to determine which solutions can best meet their goals and then customize them to meet their needs and values.
- Third-party models may enable you to better meet your clients’ basic needs.
- Using third-party models can give you the time to focus on meeting clients’ higher-level emotional and life-changing needs (see the research in the MAC for more on the Advisor Value Pyramid).

WisdomTree is committed to helping advisors to not only create better investment experiences for their clients, but also to build and grow their businesses. The MAC was designed to help you do both.

[Check it out.](#)

Important Risks Related to this Article

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WisdomTree primarily uses WisdomTree Funds in the Model Portfolios unless there is no WisdomTree Fund that is consistent with the desired asset allocation or Model Portfolio strategy. As a result, WisdomTree Model Portfolios are expected to include a substantial portion of WisdomTree Funds notwithstanding that there may be a similar fund with a higher rating, lower fees and expenses or substantially better performance.

Additionally, WisdomTree and its affiliates will indirectly benefit from investments made based on the Model Portfolios through fees paid by the WisdomTree Funds to WisdomTree and its affiliates for advisory, administrative and other services.

The WisdomTree Model Portfolio Investment Committee is also sometimes referred to as the Asset Allocation Committee.

View the online version of this article [here](#).

IMPORTANT INFORMATION

U.S. investors only: Click [here](#) to obtain a WisdomTree ETF prospectus which contains investment objectives, risks, charges, expenses, and other information; read and consider carefully before investing.

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