The Missing Link in a Scalable Models-Based Practice: Free Trading and Rebalancing

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Key Takeaways

- WisdomTree model portfolios can be implemented through Quorus with no additional strategist, platform or trading fees.
- Quorus helps advisors outsource trading, rebalancing, cash-flow management and tax-aware execution across eligible client accounts.
- Advisors can use WisdomTree CIO-managed models or custom model portfolios while still supporting personalization, restrictions and tax-aware transitions.

Model portfolios have become one of the clearest examples of where the advisory business is headed.

Advisors are increasingly expected to combine investment expertise, operational efficiency and personalization in one client experience. That is easier said than done. Building a models-based practice is one thing. Implementing it across real client accounts—with taxes, restrictions, cash flows and legacy holdings in the mix—is something else entirely. That is where I believe the WisdomTree relationship with Quorus can help advisors turn a models-based vision into a more practical reality.

At a high level, the relationship is straightforward. WisdomTree provides the model portfolios and investment expertise. Quorus provides the implementation engine, handling trading, rebalancing, reconciliation, cash-flow management and tax-aware execution for eligible accounts. For model portfolios, advisors can access WisdomTree CIO-managed model portfolios, as well as custom model variations, with no additional strategist, platform or trading fees.

What makes this especially interesting is not just the economics. It is what this can change operationally for an advisory practice.

I have written before that advisors wear too many hats. Portfolio implementation is often one of the biggest ones. A model portfolio may look scalable on paper, but real-world implementation is rarely that simple. Taxes, withdrawals, restrictions and model updates can quickly create operational drag.

Quorus is built to address that challenge. It is not simply a generic trading utility. It is a technology-powered portfolio management service built around tax-aware management and customization. Portfolios are reviewed daily using tax-lot and market data from custodians alongside target portfolio strategies from

asset managers or advisors. Rebalancing and tax-loss harvesting opportunities are evaluated at the lot level, and trades are reviewed before execution by Quorus portfolio managers. Quorus also supports tax-aware portfolio transitions, which can be especially relevant when onboarding taxable accounts with legacy holdings.

For many advisors, the challenge is not choosing a model. The challenge is scaling that model in a way that does not create a time drain or compromise the client experience. If a firm wants to run a more modern models-based practice, implementation quality is not a side issue. It is central to whether the approach actually works.

Another reason this relationship stands out is flexibility.

Some advisors hear “outsourced implementation” and assume that means sacrificing control or ending up with a one-size-fits-all solution. That is not how I would frame this. Advisors can access CIO-managed WisdomTree model portfolios, but custom model portfolios can also be implemented through Quorus. That includes firm-branded or advisor-designed allocations, and those portfolios can incorporate WisdomTree ETFs, third-party ETFs and even SMAs based on advisor preference. All of this is conveniently offered through our Shared CIO program.

In other words, this is not about forcing advisors into standardization for the sake of efficiency. It is about helping them pursue both.

The tax-smart component is also worth highlighting because it goes beyond a surface-level claim. Quorus supports daily tax-loss harvesting, lot-level cost basis handling, wash sale prevention, custom capital gains rules and client-specific restrictions, including values-based, sector and industry exclusions. Just as important, the tax overlay is designed to work with the target strategy rather than simply override it with blunt rules.

That can be particularly meaningful for advisors serving taxable households, where implementation details often matter as much as portfolio design.

From a workflow perspective, this is also practical. Quorus is available through Schwab, Fidelity, Interactive Brokers, TradePMR and Pershing. That gives advisors a way to improve implementation without needing to rebuild their operating model from scratch.

There is one nuance worth acknowledging. Some advisors may already feel that trading is effectively “free” through their custodian. In those cases, the appeal here is not just the absence of an explicit trading charge. It is the ability to remain roughly fee-neutral while outsourcing a meaningful amount of trading, rebalancing and operational work. I think that is an important distinction, but it is still secondary to the broader value of the relationship.

This relationship gives advisors access to WisdomTree model portfolios and custom model implementations through a platform built for daily oversight, tax-aware optimization and scalable execution. It can help reduce operational friction without requiring advisors to give up customization or investment alignment. And it gives firms a more practical way to run model portfolios at scale in the real world, not just present

them well in theory. For advisors looking to build a more efficient, more personalized and more scalable practice, that is the kind of capability worth paying attention to.

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In these concise 15-minute sessions, WisdomTree thought leaders explore how advisors can use SMAs and Quorus technology to deliver actively managed, tax-aware equity strategies with scalable customization.

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