MORGAN STANLEY WEALTH MANAGEMENT

Celent. Model Wealth Manager 2025

INITIATIVE	SMA Matching and Transition Analysis Tools
AWARD	Celent Model Wealth Manager 2025 for **Data and Analytics**
EXECUTIVE SUMMARY	Morgan Stanley's SMA Matching and Transition Analysis Tools are leading examples of how to **leverage complex financial datasets to empower financial advisors**. The SMA Matching Tool enables advisors to quickly understand where clients' current portfolios have overlapping holdings or positions with Morgan Stanley's managed solutions. The Transition Analysis Tool generates a report that analyzes potential tax implications of transitioning into those managed portfolios. The tools paired together give advisors and clients a comprehensive understanding of the risk and tax impacts of different transition scenarios.
FEATURES AND FUNCTIONALITY	**SMA Matching Tool:** For advisors seeking to transition clients from unmanaged to managed solutions where appropriate and in their best interests, this tool: • Identifies the top 10 SMAs by overlap with a client's portfolio • Allocates a portfolio and runs a risk analysis on the new allocation that can be shared with the client **Transition Analysis Tool:** To calculate the potential tax consequences of transitioning a client's portfolio to an alternative, managed strategy, this tool: • Runs multiple scenarios considering a client's tax sensitivity • Creates client-ready reports with potential tax impacts of transition scenarios
KEY BENEFITS	• **Advisor efficiency:** The SMA Matching Tool reduces the process of identifying portfolio overlaps and analyzing risk implications down to just two clicks. The Transition Analysis Tool reduces the time it takes to perform transition analysis from days to less than a minute. • **Client-ready reporting:** The Transition Analysis Tool automatically generates client-ready, compliance-approved reports that eliminate the need for internal risk teams to approve advisors' manually created reports. • **Driving adoption of managed solutions:** Both tools assist advisors in transitioning clients from unmanaged to managed accounts that are better aligned with clients' goals, risk tolerance, and tax situations.
KEY VENDORS	BlackRock: Aladdin Wealth risk platform CAPCO: technology implementation partner
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