

The AI-Supercharged Advisory Firm

The AI operations layer that makes your stack work as one.

A practical playbook for building your firm's own technology — unified, intelligent, and designed perfectly around your process.

Connective tissue for your stack

Native engines, your choice

Compliant by design

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WHY THIS MATTERS RIGHT NOW

The advantage is no longer the tools you buy — it's whether they work as one.

The same AI systems that let small teams ship reliable software also change what an advice firm can own. You can now build firm-specific technology faster, at a fraction of the historical cost, while keeping your data and processes under your control.

PARADIGM ONE

The All-In-One Platform

One vendor for CRM, reporting, billing, workflows, and portal. Built to serve thousands of firms at once — so you follow *their* roadmap and adapt your workflows to the platform, not the other way around.

PARADIGM TWO

Best-In-Breed

Specialized tools that each do one thing well — then you hope the integrations hold. The result is fragmentation: duplicate entry, brittle connections, and complexity that grows with the firm. It worked, until it didn't.

AdviceCloud FT originally set out to solve this by becoming a **clearinghouse** for the best-in-breed ecosystem — one place to see your data across tools, then build higher-value functionality on top. We learned something important: not every vendor plays nicely when it comes to sharing data and building integrations.

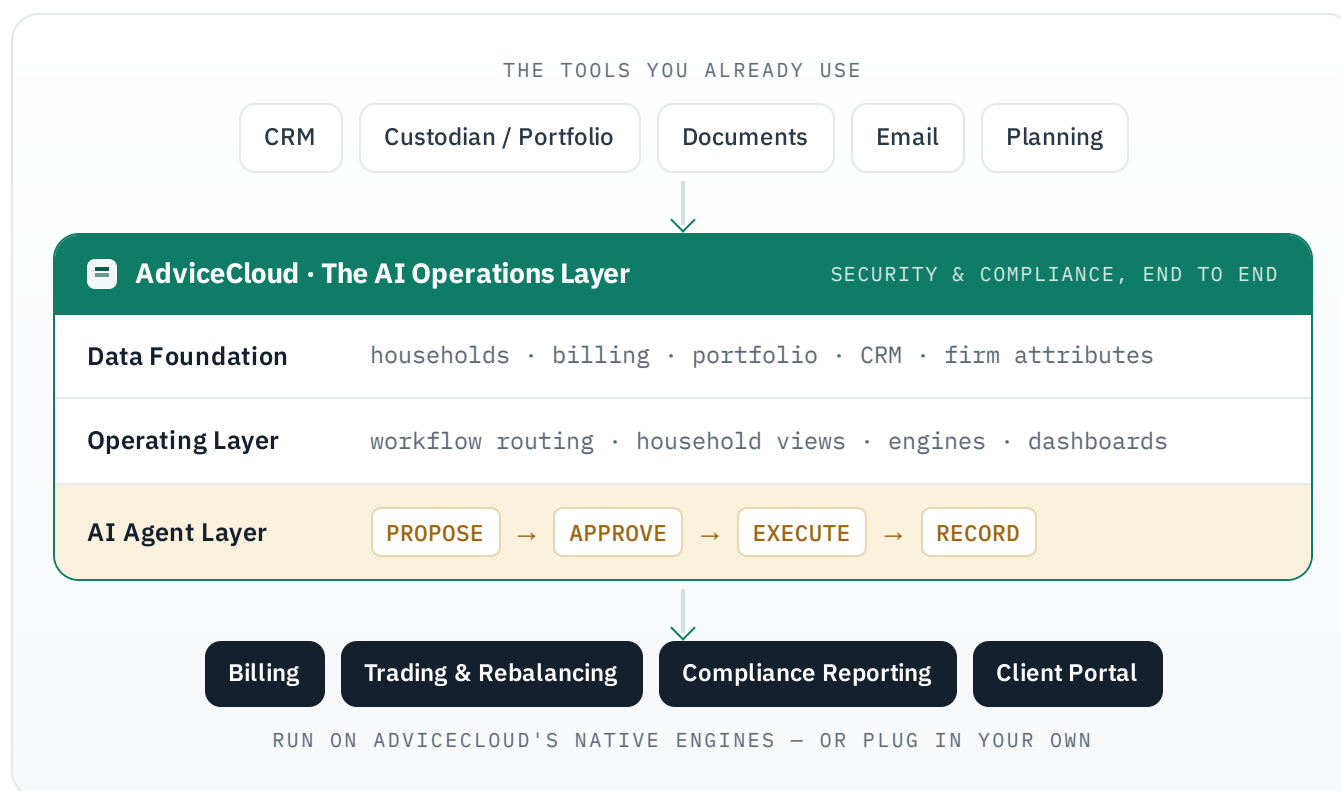
So the thesis evolved. The goal was never just to see your data in one place. It's to make your whole stack **work as one system** — and put AI to work doing real operations across it. That thesis matters more today than when we started.

THE PIVOT • FROM PLATFORM WARS TO BYOT

An AI operations layer – the connective tissue for your firm.

AI is collapsing the cost and time to build and run software – especially when the goal isn't "general software for the world," but software for **one firm's workflows**. That creates a third paradigm: **Build Your Own Tech (BYOT)**.

BYOT doesn't mean rebuilding your CRM, switching custodians, or creating planning software. It means owning the **operations layer** that ties your stack together – the connective tissue that sits on top of the tools you already use, unifies them, and acts across them. Your existing tools stay your **system of record**. AdviceCloud becomes your **system of action and intelligence** on top.



In this model, technology becomes a competitive advantage instead of a constraint. **Firms stop adapting to software, and software starts adapting to firms.**

BATTERIES INCLUDED — NEVER LOCKED IN

Native engines, your choice.

Most layers that "connect your tools" bring nothing of their own, and platforms tied to a single custodian lock you in. AdviceCloud is different: the operations layer ships with its own **native engines**, already built and running — and stays open if you'd rather keep a tool you love.

Already in place, out of the box

Proven engines, running today — no integration project required.

- ✓ Billing
- ✓ Trading & Rebalancing
- ✓ Household Rebalancing
- ✓ Model Management
- ✓ Compliance Reporting
- ✓ Performance Reporting

Prefer your current billing or rebalancing tool? Keep it. The operations layer orchestrates either way — use our engines, bring your own, or mix the two. Either way, it's one system, one record, one place to act.

A PROBLEM WORTH NAMING · OWNERSHIP WITHOUT STEWARDSHIP

"Build your own tech" does not mean "DIY your own software."

A firm can own its data and systems and still lose the game if it can't manage them. Without ongoing stewardship, firm-owned systems become technical debt — integrations break, data models degrade, security ages, and an AI layer especially needs continuous refinement and oversight to stay accurate and compliant. So the winning model isn't simply ownership. It is **Firm Ownership + Expert Management + Continuous Improvement** — the gap AdviceCloud FT is built to fill, as your implementation and architecture partner for the BYOT era.



Davey Quinn
FOUNDER / CEO

Helped build United Income, a technology/advice platform that sold to Capital One in 2019. Davey now runs his own \$500M+ RIA alongside AdviceCloud — bringing deep domain expertise in financial advice and how technology can improve it.



Jon Stockdill
CTO

Brings deep custom engineering experience and an AI-forward approach to software development — enabling bespoke systems that are both precise and repeatable at scale.

THE THESIS

The future firm is unique and efficient — unimpeded by technology.

The firms that win won't have the most tools. They'll deliver a differentiated client experience, answer questions instantly, execute workflows without friction, and use AI responsibly. Five capabilities define them:

1 Answer Precisely & Quickly

Client and firm questions answered with depth and speed, drawing on everything your stack knows — in one place.

2 Friction-Free Workflows

Operations don't just get tracked, they get *done*. Agents execute the work — rebalancing, billing, reporting — and remove the manual bottlenecks.

3 Differentiated Experience

A client experience that reflects your firm's identity — not a vendor's template.

4 Scale Without Headcount

Grow service capacity without growing payroll in lockstep.

5 Responsible AI by Design

Agents with clear roles, permissioned access, and a complete record. Every action is proposed, approved by a person, executed, and logged — so AI never acts unsupervised, and everything is exam-ready.

THE NEW VALUE EQUATION

When AI makes writing code faster and cheaper, the scarce resource shifts — to asking the right questions, designing the right process, structuring data correctly, building compliance-aware controls, and turning firm knowledge into operational leverage.

"Every firm has a unique way of delivering advice. Technology should reflect that uniqueness, not dilute it."

— Davey Quinn, AdviceCloud CEO

THE ADVICECLOUD FT MODEL · BUILD, MANAGE, IMPROVE

One operations layer, built in three reinforcing layers.

Every engagement starts with a **Journey Map** — we gather your operating context, pain points, workflows, and data sources, involving the whole team for a true 360° view, then produce a blueprint for what to build. From there we structure and operate three layers that work together.

LAYER 1 · DATA FOUNDATION

Unify households, billing, portfolio data, CRM data, and key firm attributes into a firm-owned data environment.

LAYER 2 · OPERATING LAYER

A front-end workflow engine giving you visibility into your data plus the algorithms and tools to run the work. Turns your data into execution.

LAYER 3 · AI AGENT LAYER

Permissioned agents that act across the tools you already use — running and adjusting workflows on command, for internal operations and client-facing portals. Ask in plain language or set a schedule; the agent drafts the action, shows exactly what it will do and why, and waits for a person to approve before anything touches an account, a dollar, or a client.

*The compliance
keystone*

PROPOSE



HUMAN APPROVAL



EXECUTE



IMMUTABLE LOG

Your data stays yours. The AI runs under your control, and your firm and client data is never used to train anyone's models. **Foundational engines already in place:** Billing · Model Management · Trading & Rebalancing · Compliance Reporting · Communications · Automation — more to come.

SOLUTIONS FROM ADVICECLOUD FT

Let's design the firm of the future — yours.

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Davey Quinn

FOUNDER / CEO



Jon Stockdill

CTO