Folio Institutional's Greg Vigrass to Discuss Adding Value in a Digital World
At 2016 T3 Advisor Conference

MCLEAN, VA, February 8, 2016 – Folio Institutional, registered investment advisor's (RIA) single-source solution for clearing, custody and innovative technology services, announced today its president, Greg Vigrass, will present his perspectives on the robo industry at the 2016 T3 Advisor Conference. Folio Institutional is the innovative clearing broker-dealer, and offers patented, web-based investing systems that enable advisors to grow, innovate, and adapt to clients' emerging demands without the high cost of additional resources.

Vigrass' talk, "Adding Value in A Digital World and the *Non-Millennial Millennial*" will address the need for advisors to shift their attention away from the hype surrounding digital advisors and focus instead on the new rules of service, value, and client engagement, as well as the key to understanding millennial investors.

This discussion will take place on:

Conference:	2016 T3 Advisor Conference
Date:	Feb. 11, 2016
Time:	4:30 – 5:00 pm
Location:	Marriott Harbor Beach Resort, Ft. Lauderdale, FL

New technologies, including robo asset management, are redefining the RIA industry. Last year, Cerulli Research projected the value of the digital advice market to grow to $500 billion by 2020. KPMG, in a recent report on the robo industry, called Folio a "digital pioneer," noting that "many RIAs use the Folio Institutional platform to create their own models that can be individual securities, ETFs, and mutual funds or a combination of all three. The Folio Institutional platform can even support multiple models within an account, enabling an efficient approach to goals-based investing." Also, *InvestmentNews*' "Comparing adviser-targeted robos" chart demonstrates the competitive strengths of Folio's Advisor Connexion platform.

Representatives from Folio will also be available at booth #510 throughout the 2016 T3 Advisor Conference to discuss:

- Folio's flexible platform, patented technology, and innovative features such as fractional-share and themed investing, 160 Ready-to-Go Folios, the powerful Tax Football and 10 automated tax management strategies.
- How advisors can grow their business and deliver client value with Advisor Connexion, Folio Institutional's robo asset management program that offers client-directed account opening, custom questionnaire/client profiling, and customization with the advisor's brand.
- Folio Institutional's Model Manager Exchange service, which gives advisors access to hundreds of licensed model portfolios and strategies, greatly expanding their universe of choices.
- Folio(k), the revolutionary, transparent, low-cost retirement plan solution that enables advisors and retirement plan specialists to offer a turn-key, professionally advised retirement solution to their business clients.
- And much more.

Those not able to join the T3 Advisor Conference may follow Folio Institutional online via @FolioAdvisor or request a free, online demo by visiting www.folioinstitutional.com.

About Folio Institutional

Folio Institutional® is a leading investment solutions and financial technology company. We offer an integrated brokerage and custodial platform featuring patented, state-of-the-art trading, portfolio management tools, and private placement capabilities. We support financial professionals and institutions on both a full-service and technology-licensed basis, servicing billions of dollars of investor assets nationwide. With access to proven, highly scalable, online brokerage and investing solutions, professionals can efficiently maintain diversified portfolios of public and private securities, retain hands-on control over investments, manage tax liabilities, efficiently rebalance portfolios, produce reports, promote compliance, and take many other actions.

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