

Model Maker Demo Video

FLEXSHARES EXCHANGE TRADED FUNDS

[MUSIC PLAYING]

Building an optimal portfolio involves a lot of “What If?”

At FlexShares, we’ve worked hard to provide advisors with powerful tools to help them deliver value for their clients. And now registered advisors have access to an all-new tool that will take their portfolio building to a new level – Model Maker.

Model Maker is three utilities in one. It’s a screening tool, a portfolio optimizer, and a model customizer all wrapped into an easy-to-use interface. After logging into FlexShares.com with your Registered Advisor credentials, you’ll find Model Maker in the Advisor Tools tab. You’ll begin by loading the portfolio you want to analyze. You can create a new portfolio, import a previously saved one, or select one of the FlexShares strategic portfolios. Once you have a portfolio loaded, you can drill down into the slider interface to adjust allocations, potential yield, and costs. You can also expand asset categories to further adjust exposure and duration. Going deeper, you can use the “Ticker Add” feature to search for and add any ETF or single stock in the allowed universe. On the right side, you’ll see the output of your portfolio optimization, complete with initial fund weight, adjusted weight, and change in allocation. Once you’ve optimized your portfolio, the Quick Analysis section provides a back tested view on risk, return, and current expense ratio. You can also choose a benchmark portfolio for comparison. The “Analytics+” gives you a deeper dive into your client’s portfolio, showing historical Performance Comparisons, assets and ETF information.

Are you ready to get started with the Model Maker Tool? Check it out at [FlexShares.com/tools](https://www.flexshares.com/tools)

Before investing, carefully consider the FlexShares investment objectives, risks, charges and expenses. This and other information is in the prospectus and a summary prospectus, copies of which may be obtained by visiting www.flexshares.com. Read the prospectus carefully before you invest.

Foreside Fund Services, LLC, distributor. FlexShares and Foreside are not related.

Please remember that all investments carry some level of risk, including the potential loss of principal invested. They do not typically grow at an even rate of return and may experience negative growth. As with any type of portfolio structuring, attempting to reduce risk and increase return could, at certain times, unintentionally reduce returns.