

# Beyond Risk Scores: The Key to Unlocking Personalized, Goals-Based Investing



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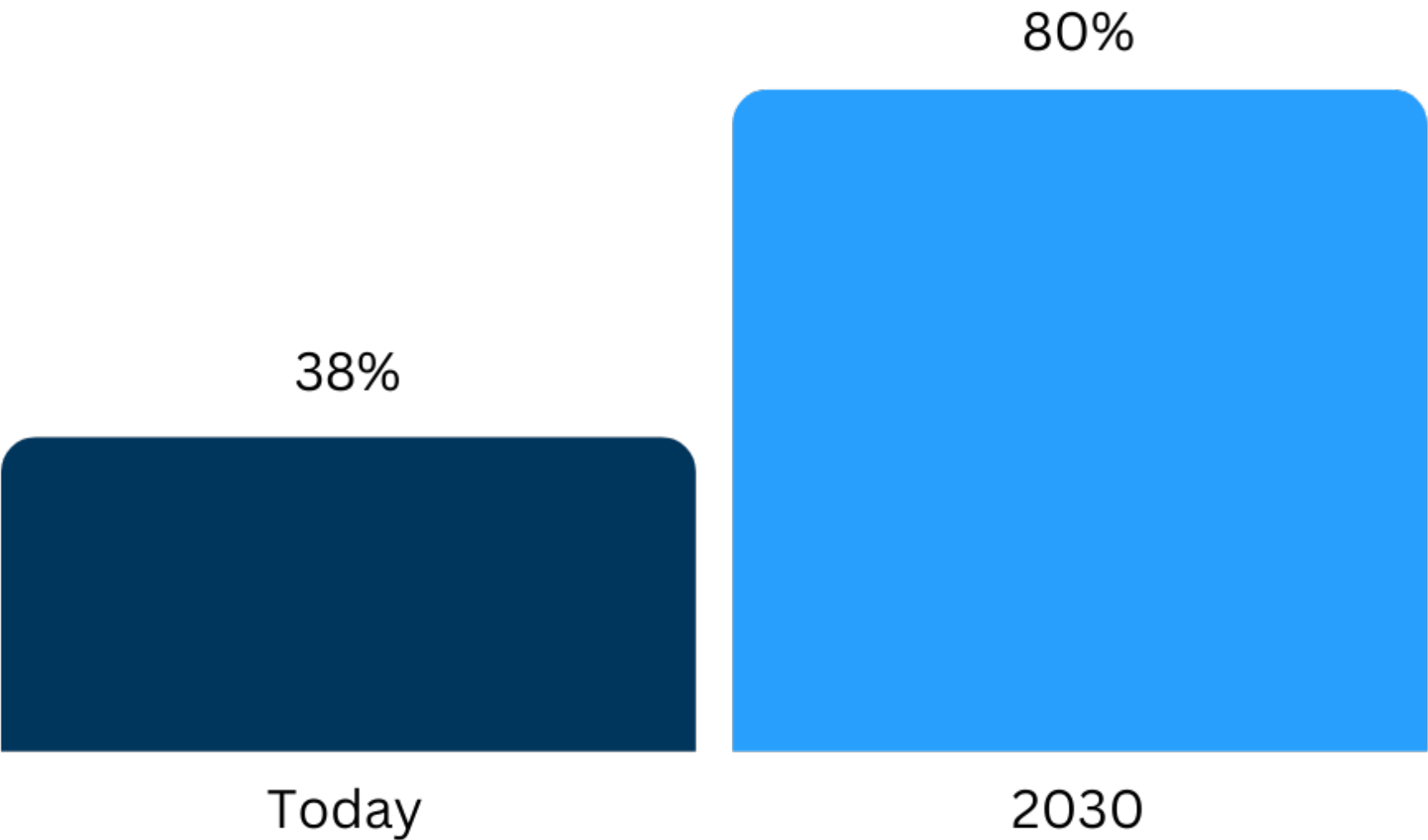


# Unlocking Personalized Goals-Based Investing

- Goals-based investing is set to transform wealth management
- Most portfolios are still disconnected from financial plans
- Introducing a pioneering approach to goals-based investing

# Goals-Based Investing is Reshaping Wealth Management

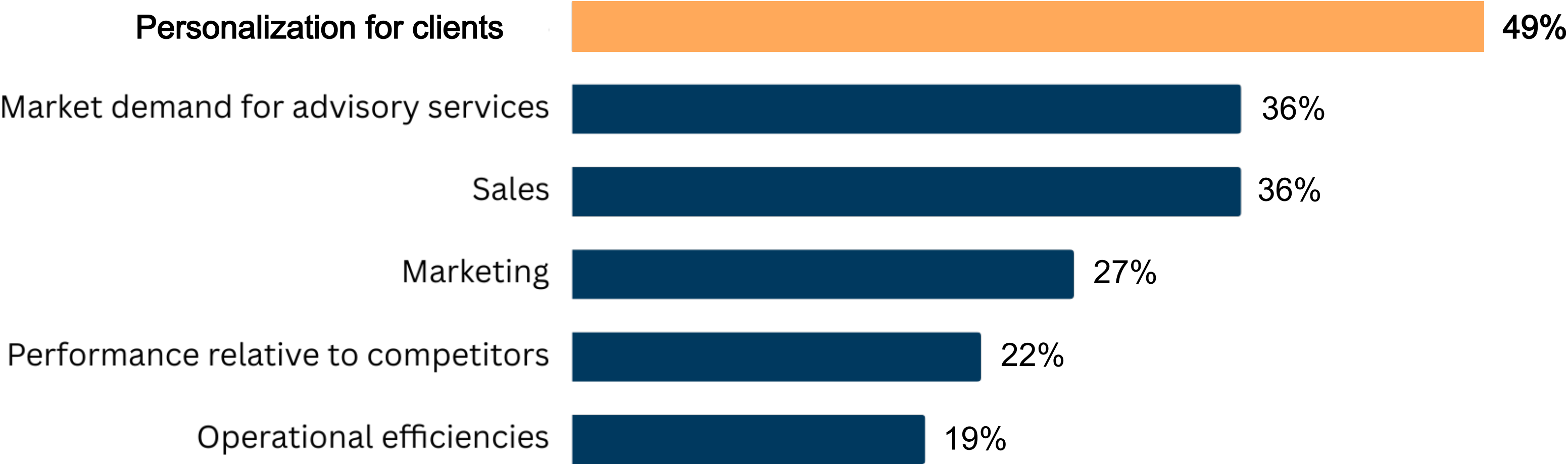
Advisor adoption of goals-based investing is set to soar



Source: 38% from Datos Insights 2024 Financial Advisory Survey. 80% from a 2020 report by McKinsey & Company, quoted in The Future of Wealth Management, The Street, 12/27/23.

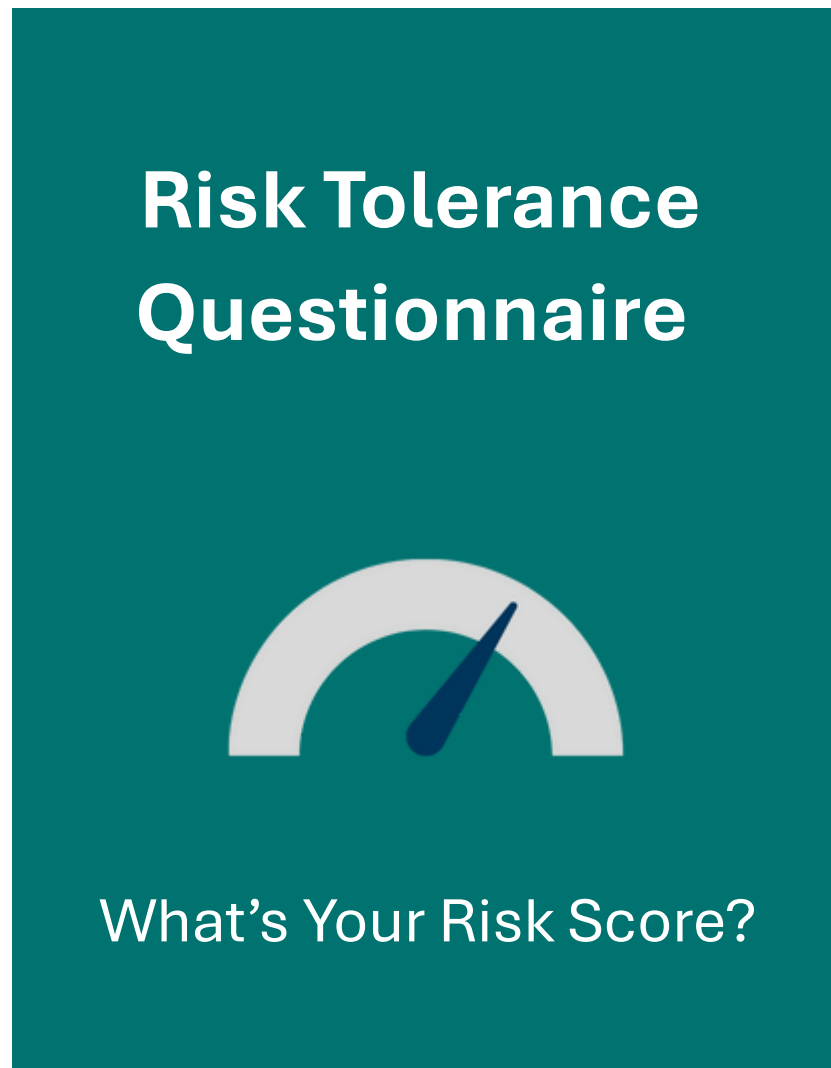
# Unlocking True Personalization is a Key to Advisor Growth

Advisor growth being driven by increased personalization for clients



Source: Orion, WealthTech Survey 2024. Q16 - Which of the following are the reasons your firm grew in net new assets under management in the last 3 years, if any?

# Risk Questionnaires Oversimplify Risk



**Risk Score**

**53**



Conservative



Moderate



Aggressive





## Here's the Problem:

- ✗ Disconnected from what truly matters ... client's goals.
- ✗ Doesn't account for all a client's investment policy inputs.
- ✗ Unresponsive to market shifts and evolving client needs.

For illustration purposes only.

# Risk Scores Alone Don't Capture Clients' Full Profile

	Client 1	Client 2
Current Age	30	60
Retirement Age	62	64
Income	\$65,000	\$260,000
Savings Rate	5%	8%
Account Balance	\$160,000	\$1,200,000
Retirement Withdrawal	\$80,000	\$240,000
Risk Tolerance Score	60	60
<div>Stocks</div> <div>Bonds</div>		

“Because many people answer risk tolerance questionnaires similarly, **90% of our clients end up in our moderate model**, and we know that’s not the right answer.”

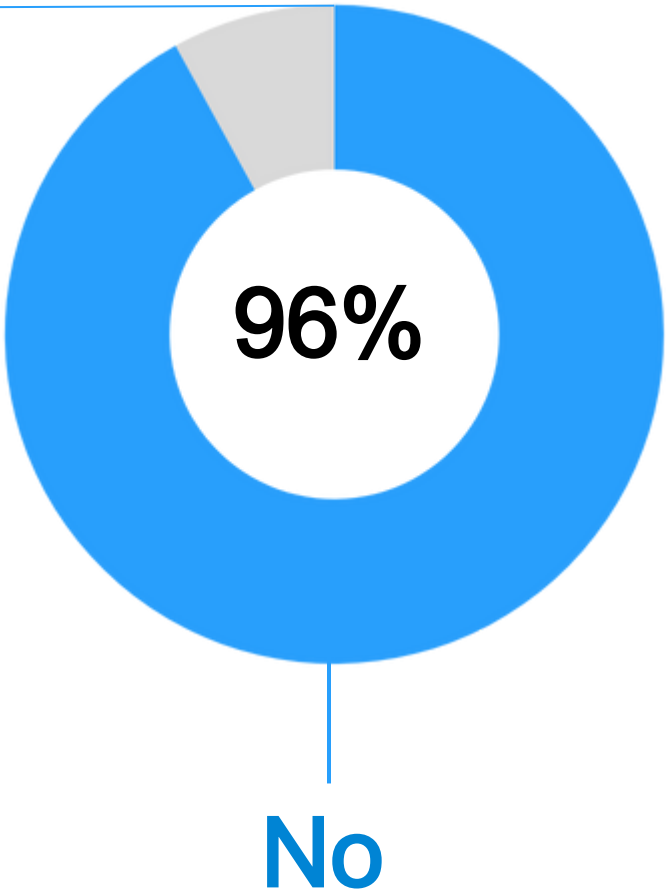
Anonymous Advisor Conversation(s)

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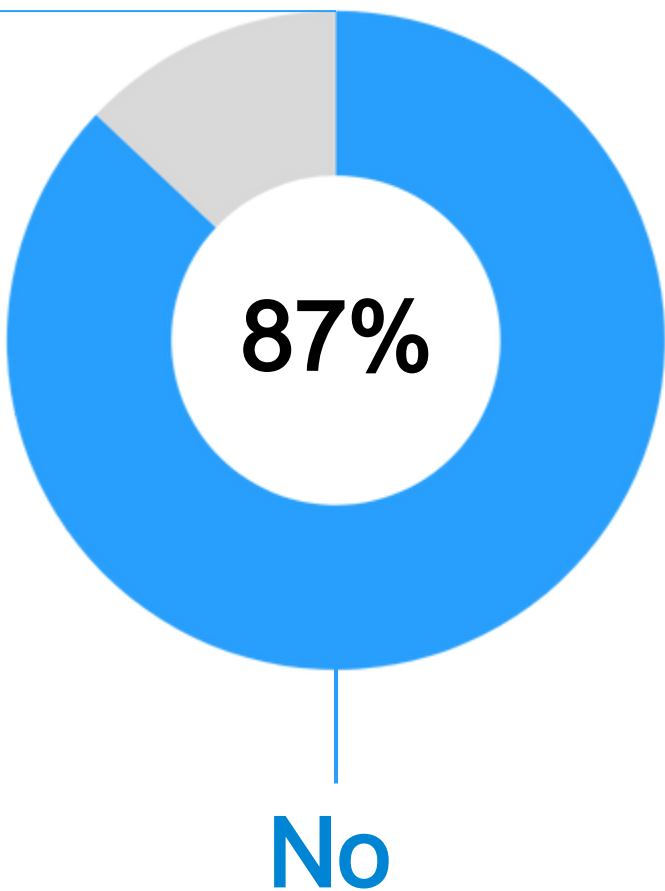
# Advisors Widely Recognize These Shortcomings

Advisors overwhelmingly agree that risk tolerance questionnaires are a sub-optimal

Do you believe that standard risk tolerance questionnaires adequately capture a client's true risk preferences?



Do you think risk scores should be the main factor in determining a client's asset allocation?



Survey results based on hundreds of advisor responses conducted by Nebo Wealth in 2023 and 2024. Negative response includes no and not sure

# Nebo Wealth: A Leader in Goals-Based Investing



2022 Industry  
Disruptor Award



2023 Best  
Goals-Based  
Investment  
Platform



2024 WealthTech  
Provider of the  
Year Excellence  
Awardee



2024 Best  
Goals-Based  
Investment  
Platform



2025 WealthTech  
Americas Best  
Investment  
Platform

1. "Industry Disruptor" award at the 2022 WealthManagement.com Industry Awards.

2. "Best Goals-Based Investment Platform" at the 2023 WealthManagement.com Industry Awards.

3. InvestmentNews, "2024 Excellence Awardees – WealthTech Provider of the Year."

4. "Best Goals-Based Investment Platform" at the 2024 WealthManagement.com Industry Awards.

5. 2025 WealthTech Americas "Best Investment Platform."



# Earning Industry Praise for Innovation

“Nebo Wealth ... provides advisory firms with the holy grail of portfolio management.”

Bob Veres, Inside Information, March 2024



“Demonstrably superior approach to optimization.”

Bill Whitt, Datos Insights: The Future of Goals-Based Investing, May 2024



“One of the new wealth technology providers that bears watching is Nebo as more and more advisors make the transition to financial planning.”

Cerulli U.S. Managed Accounts 2023 Report



“I found it to be the best platform for financial advisors I have ever seen.”

Michael Edesess, Advisor Perspectives, December 2022

The above-named individuals have not been compensated directly or indirectly for the statements made herein and are not clients of GMO or Nebo. Uncompensated testimonials may not be representative of other clients' experiences with GMO or Nebo, which may differ.

# Wealth Optimization Unlocks Goals-Based Investing

## Define Client Goals & Inputs

- Goals and Objectives
- Time Horizon
- Cash Flows
- Risk Tolerance
- Liquidity Needs
- Current Assets
- Legacy Goals

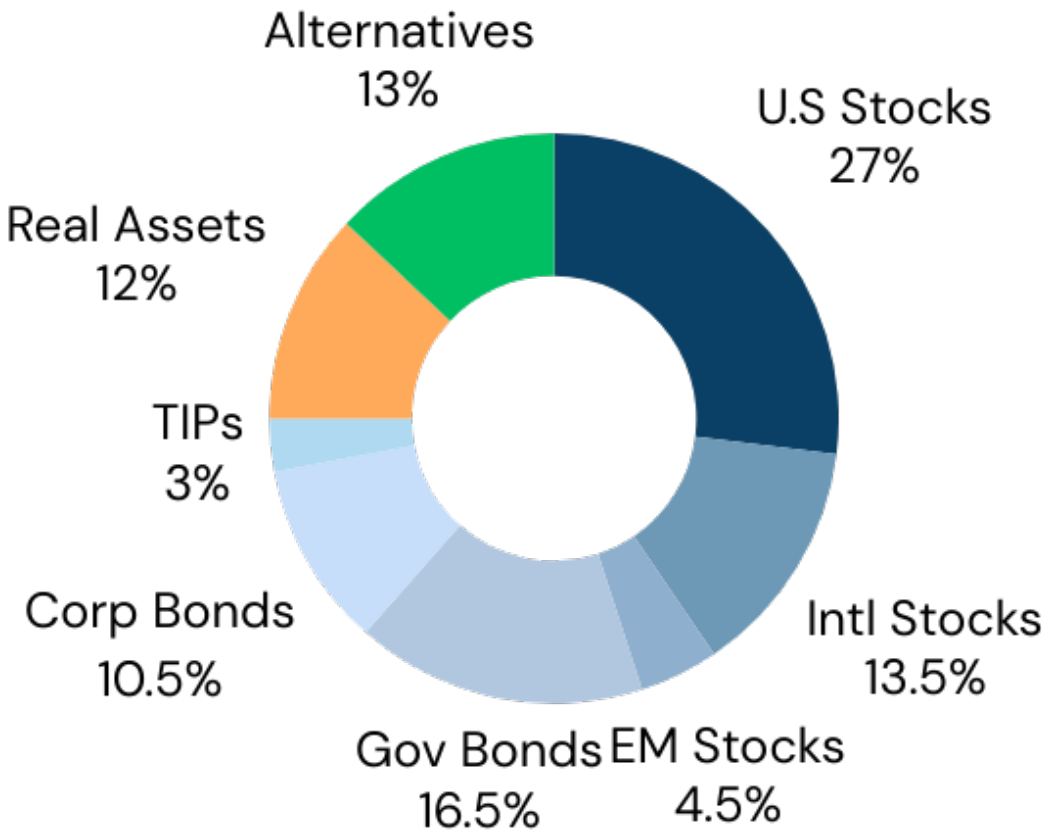
Optional: Incorporate cash flows from:



## Set Return Objectives & Wealth Path



## Determine Optimal Portfolio



For Illustration Purposes Only. Nebo Wealth is not affiliated with any of these financial planning tools referenced here but can incorporate their detailed cash flow information into the program. We also offer our FastTrack planning lite tools to build detailed cash flow inputs. Not all asset classes represented in the portfolio allocation may be appropriate for all investors.

# Flexible Open Architecture Platform

## Incorporate Your Preferred Asset Classes

### ● Stocks

- Domestic
- Size | Sector | Style
- International
- Developed | Emerging

### ● Bonds

- Government
- Corporates
- High Yield
- TIPs

### ● Alternatives

- Multi-strategy
- Market Neutral
- Managed Futures
- Long/short Equity

### ● Real Asset

- Real Estate
- Commodities
- Infrastructure

### ● Private Assets

- Private Equity
- Private Credit
- Private Real Estate

### ● Other

- Concentrated Assets
- Business Ownership
- Personal Real Estate

## Implement with Your Preferred Vehicles

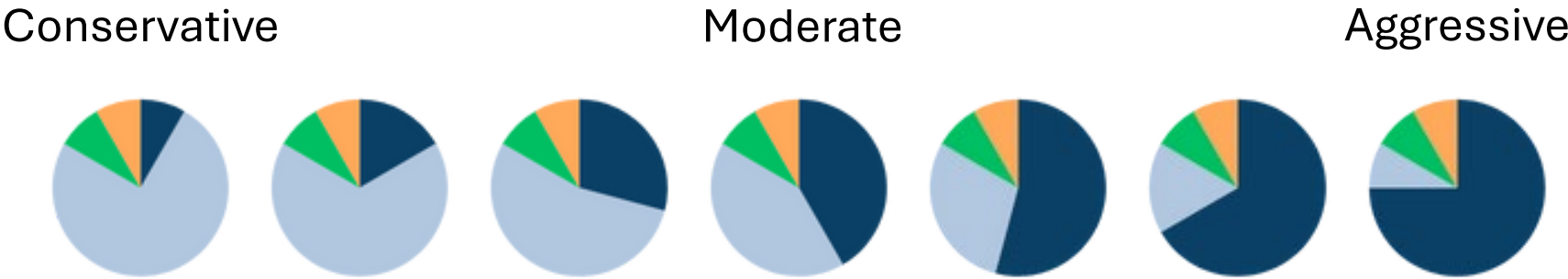
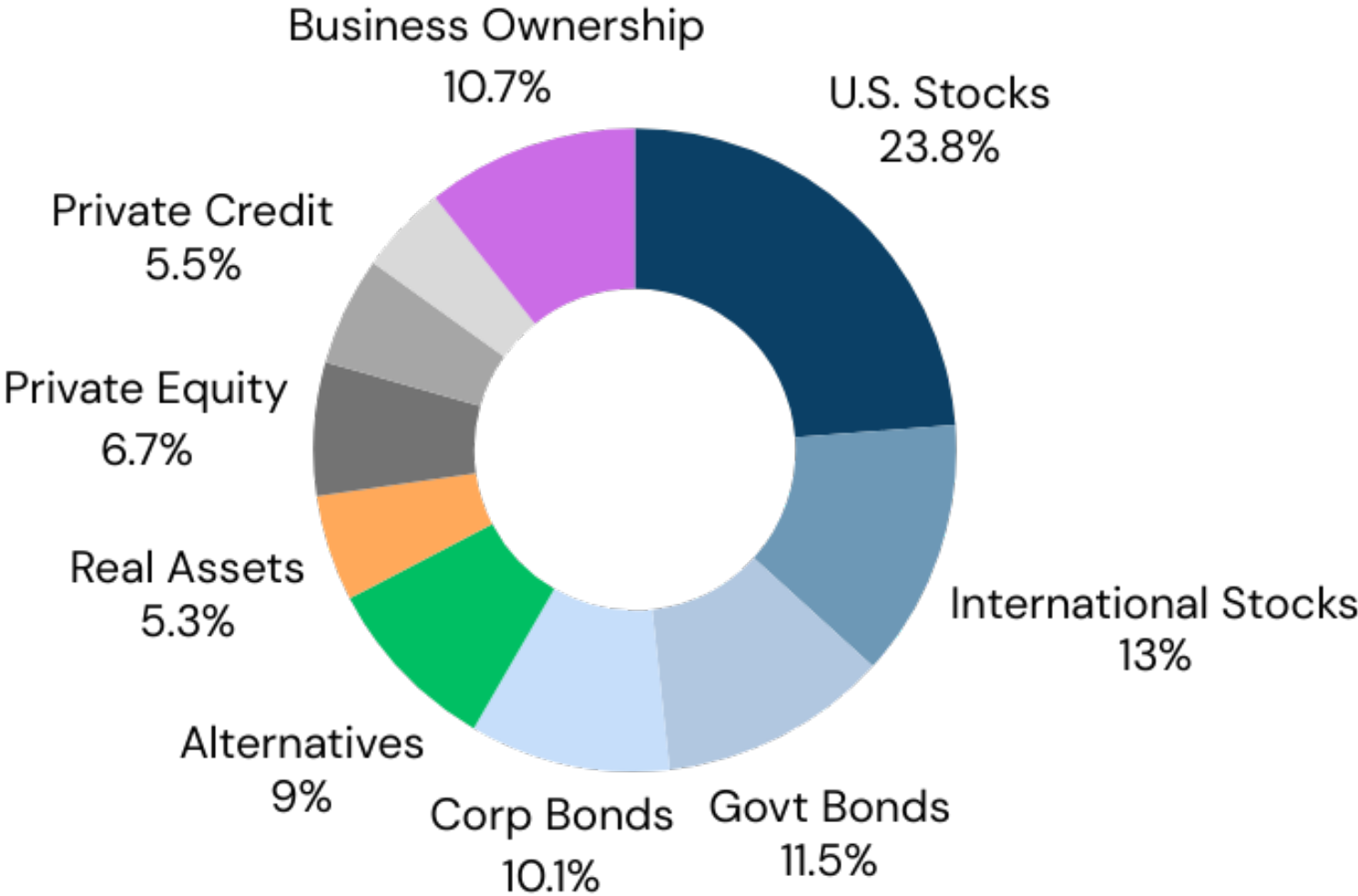
- Exchange-Traded Funds (ETFs)
- Mutual Funds
- Individual Securities
- Structured Products
- Hedge Fund Strategies
- Private Assets
- Annuities
- Model Portfolios
- Model Marketplace

Hypothetical example. For illustration purposes only. Not all asset classes represented in the portfolio allocation may be appropriate for all investors.

# Goals-Driven Portfolios for Every Client Segment

Tailor Portfolios for Complex Client Needs

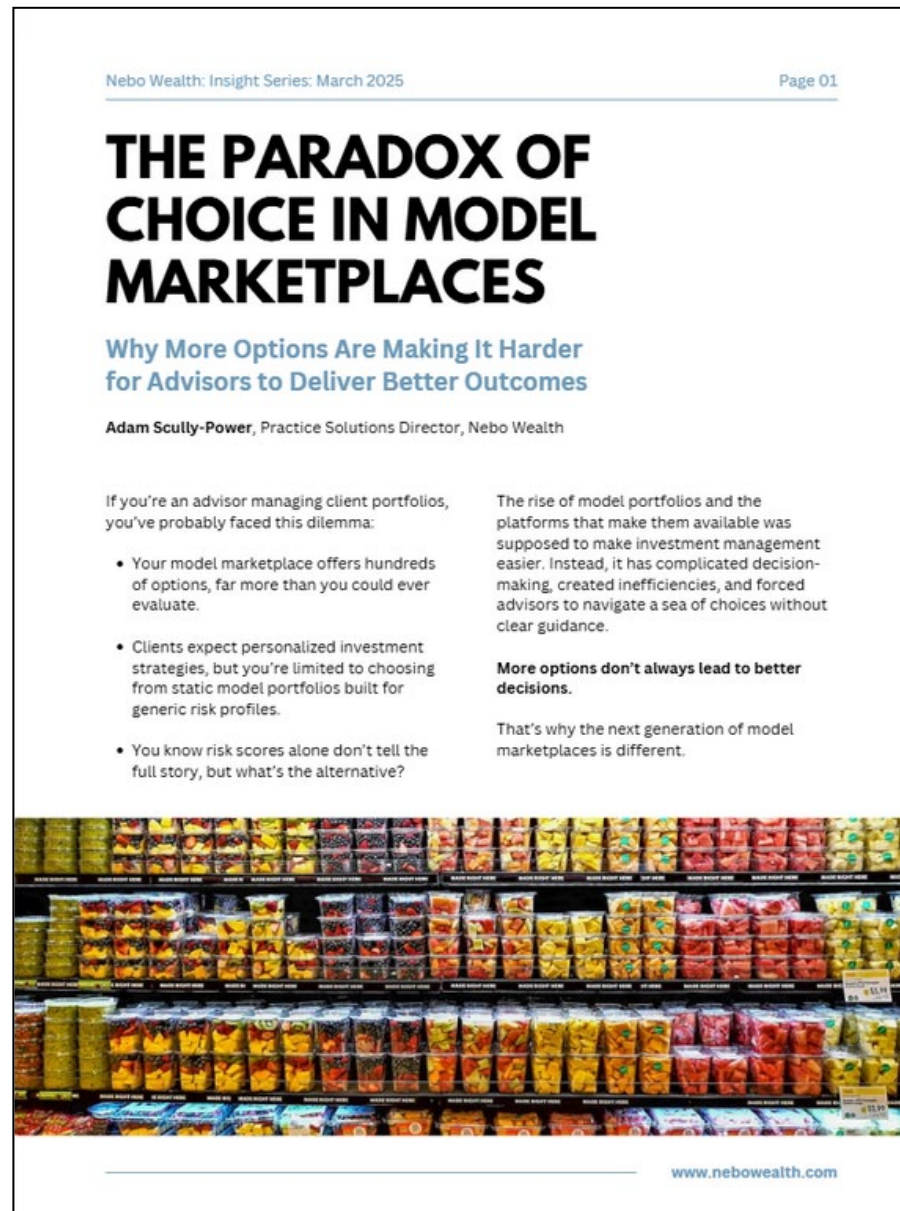
Determine the Optimal Model Portfolio



For illustration purposes only. Not all asset classes represented in the portfolio allocation may be appropriate for all investors.



# Introducing the Modern Model Marketplace



## PARADOX OF CHOICE

More Options Don't Always Lead to Better Decisions

### Current Model Landscape

- Too many choices
- Leads to decision fatigue
- Dominated by risk tolerance

### Next Generation Model Marketplace

- Goals-driven client inputs
- Powered by wealth optimization
- Match to the optimal model

# Nebo Wealth Launches Enterprise Platform

**Boston, Massachusetts — March 3, 2025**

Enterprise offering meets growing demand for scalable, goals-based investing capabilities for large advisor networks, TAMPs, and wealth platforms.

As part of this launch, Nebo Wealth introduces two powerful features: a white label portfolio construction engine and a Goals-Based Model Selector.

WealthManagement.com

## Nebo Launches Enterprise Platform

A year after launching Nebo Wealth, the unit of GMO has rolled out a scalable product for larger firms.

[Davis Janowski](#), Senior Technology Editor, WealthManagement.com

March 3, 2025



Martin Tartie, product lead for Nebo Wealth



Nebo Wealth is going enterprise.

The asset allocation and portfolio design technology platform from asset manager Grantham, Mayo, Van Otterloo & Co., better known as GMO, has announced the launch and availability of its Enterprise Solutions Platform.

GMO launched Nebo (short for Needs-Based Optimization), its multiperiod, shortfall optimizer, in 2022 and followed up with the [rollout of Nebo Wealth in January 2024](#).

The latter had that same shortfall optimizer at its core, as well as several new features, including automated trading and rebalancing, performance reporting, billing, advisor and client portals, and back-office support for account opening and administration.

In simplest terms, Nebo is meant to help advisors bridge the gap between financial planning and asset management, a shortcoming many advisory firms have long struggled with.

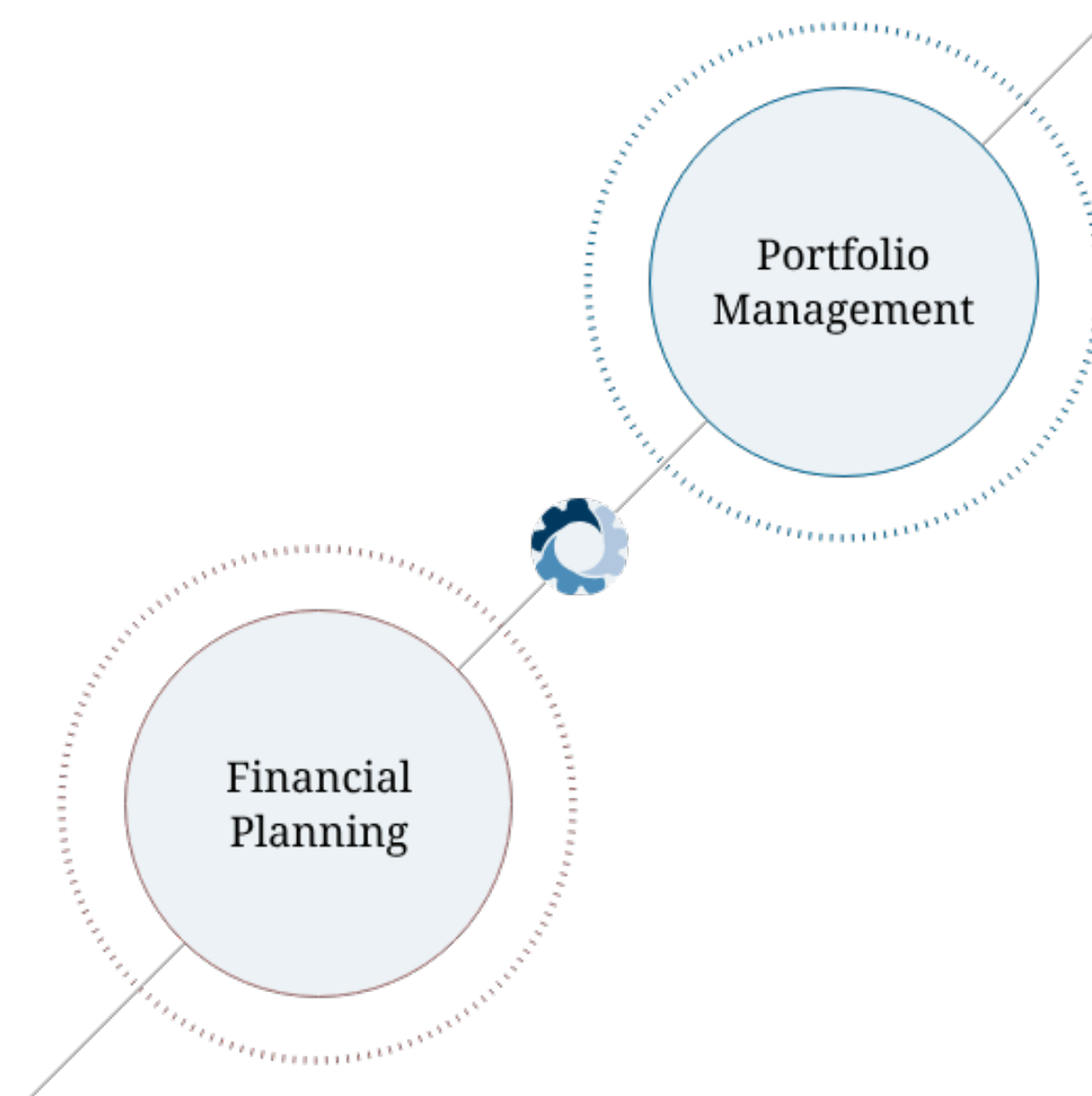


*Enterprise offering meets growing demand for scalable, goals-based investing capabilities for large advisor networks, TAMPs, and wealth platforms.*

Nebo Wealth, the award-winning asset allocation and portfolio design platform from the global asset manager Grantham, Mayo, Van Otterloo & Co, LLC (GMO), announced the launch of its Enterprise Solutions Platform. This innovative offering delivers scalable, goals-based investing tools to help firms provide personalized portfolios for every client. As part of this launch, Nebo Wealth introduces two powerful features: a white label portfolio construction engine and a Goals-Based Model Selector. Together, these tools enable enterprises to offer tailored solutions under their own brand, streamlining the process of aligning investments with client goals at scale.

# Nebo Wealth Allows Advisors to Offer Investment Solutions That Truly Align with Clients' Financial Plans

As a dedicated financial advisor, your clients depend on your expertise for comprehensive financial and cash flow planning. Shouldn't their investment portfolios mirror that same dedication and align perfectly with their unique goals, fostering greater confidence and trust in their financial future?



# There's a Gap Between Plan and Portfolio

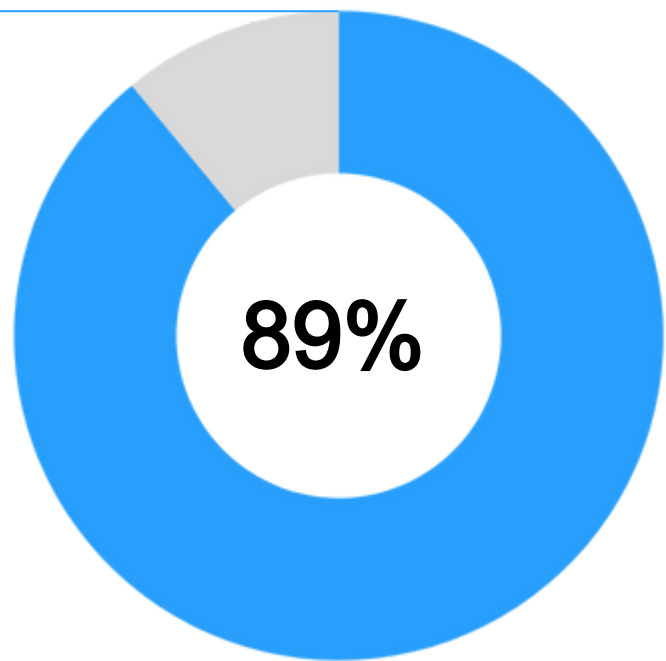




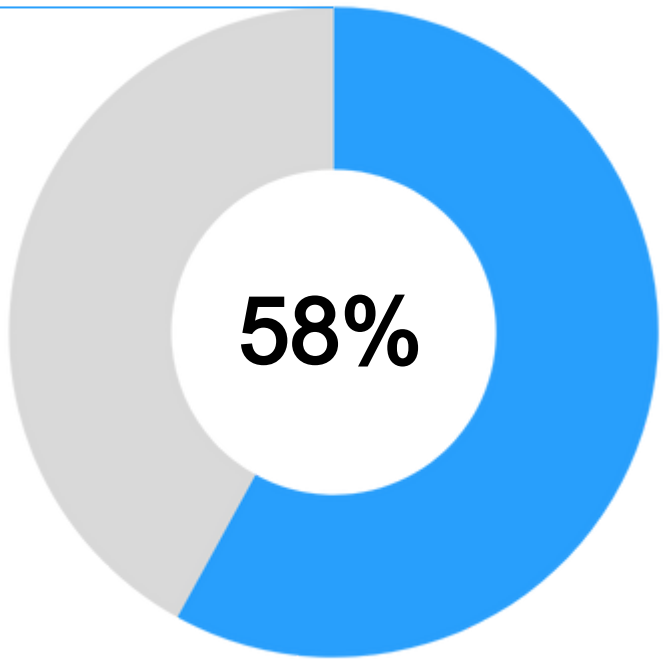
# We All Know This is a Problem

Advisors are telling us the same thing

Do you **observe** a gap between financial planning and asset management?

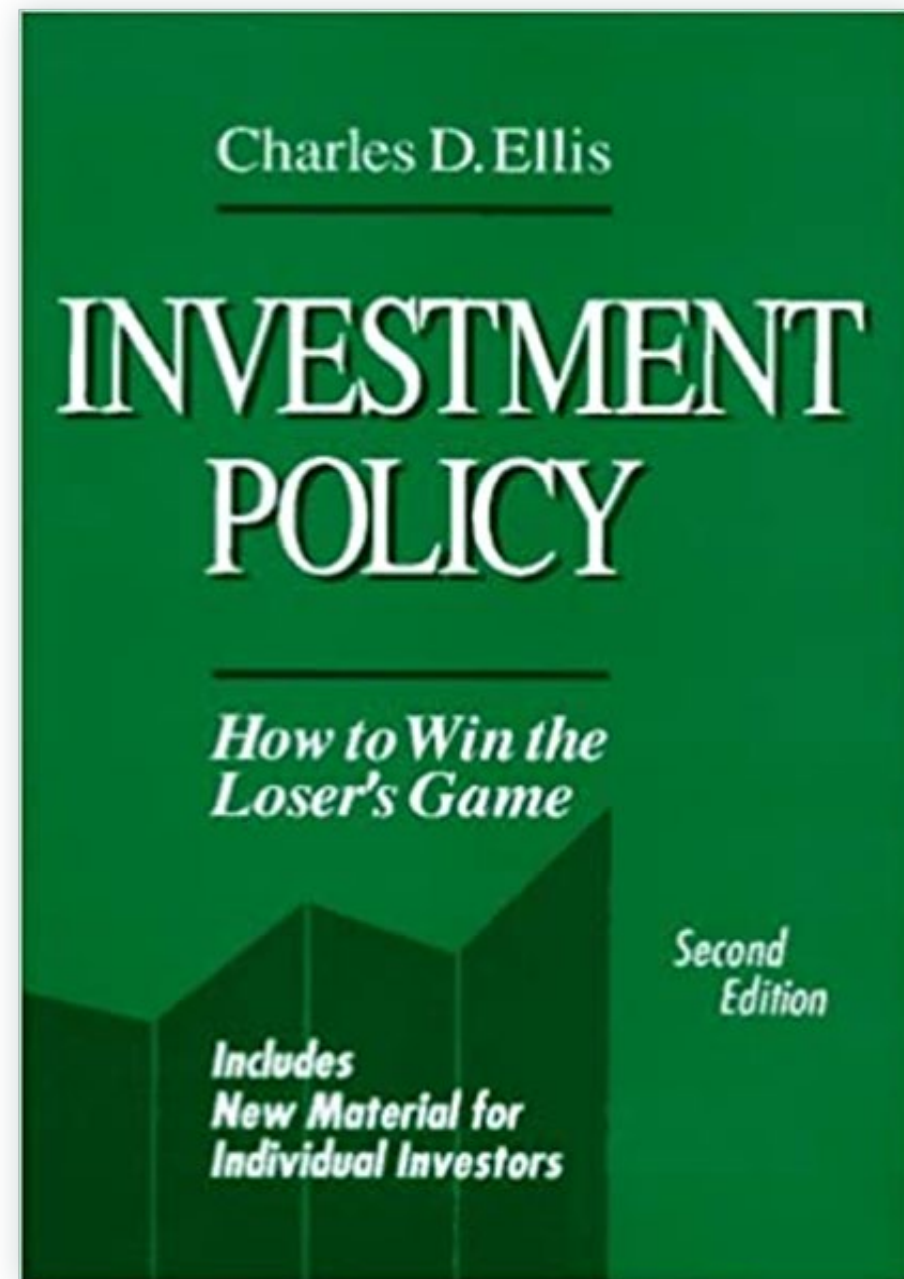


Do you **struggle** aligning your client’s financial plans with their investment portfolio?



1.Cerulli, Affluent Investors Are More Reliant on Advisors Than Ever Before, 10/17/23.  
2.swissQuant, The Rise of Goals -Based Wealth Management, 8/17/23.

# This Challenge has Plagued the Industry for Decades



## CHAPTER 4 THE PARADOX

A paradox is haunting investment management.

The paradox is that funds with very long-term purposes are being managed to meet short-term objectives that may be neither feasible nor important. And they are not being managed to achieve long-term objectives that are both feasible and worthwhile.

# Nebo Bridges the Gap Between Plan and Portfolio



# Empowering Advisors with Proven Benefits

## Advisor Benefits

**94%** Improves Quality of Advice

**100%** Boosts Confidence in Investment Process

**88%** Positions Firm for Growth

## Client Benefits

**83%** Improves Investment Outcomes

**85%** Greater Confidence in Investment Plan

**87%** Greater Trust with Clients

Results based on survey of existing Nebo Wealth users in January 2025. More than half of our users participated in this survey, providing insights based on their real world experience with Nebo



# Ready to learn more?

To schedule an exploratory call, or book a demo, visit us at :  
[www.nebowealth.com](http://www.nebowealth.com)



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