CASE STUDY

Atlas Capital Management: Streamlining a Simple Approach

Challenge

- Committing significant time and staff resources to the practice of calculating allocations for individual clients and processing the resulting multiple trades on an account-by-account basis.

Solution

- Atlas Capital dramatically reduced the time required to process its trades by using Trust Company of America's ***TCAdvisor II***. Once an allocation change was entered at the strategy level, the program generated the resulting transactions in each affected account, distributed the shares and proceeds to follow the trades and reconcile each account.

Benefits

- Reducing the administrative burden on the firm's trading desk, even as the client base grew.
- Minimizing the firm's trading costs by using Trust Companies standard procedure of rolling up related trades into a single omnibus order.

"From an investment perspective, our models have proven successful in generating gains for our clients. From an administrative perspective, Trust Company of America has proven essential in helping us slash trading time requirements, which has cleared the time we need to build up our business, without requiring additional staff."

Joshua A. Kneller
Vice President
Atlas Capital Management

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Atlas Capital Management keeps its investment philosophy relatively simple: Serving clients who wish to be 100 percent invested, it uses a proprietary model to rank thousands of mutual funds and exchange traded funds (ETFs) and invests in the top seven to 12 choices. Following a self-imposed holding period, assets may be reallocated, based on an updated version of the model. Its two core investment strategies – a rotational portfolio and a tactical portfolio – are marketed through numerous broker-dealers. Founded in 1994, the firm has about $80 million in assets under management and serves about 750 individuals.

Business Issue

When Atlas rolled out its rotational portfolio in 1998, it committed significant time and staff resources to the practice of calculating allocations for individual clients and processing the resulting multiple trades on an account-by-account basis In addition, at that time, few custodians offered the flexibility to efficiently invest in a wide variety of mutual fund families.

Challenge

Committing significant time and staff resources to the practice of calculating allocations for individual clients and processing the resulting multiple trades on an account-by-account basis.

Providing Efficiency

Using Trust Company of America's ***TCAdvisor II*** trading platform, Atlas Capital dramatically reduced the time required to process its trades. Once an allocation change was entered at the strategy level, the program generated the resulting transactions in each affected account. The streamlined process reduced the administrative burden on the firm's trading desk, even as the client base grew.

As an independent custodian with no obligations to any fund family, Trust Company also provides access to a multitude of investment options Atlas Capital considers. Furthermore, with Atlas Capital's business becoming increasingly ETF oriented, Trust Company's standard procedure of rolling up related trades into a single ticket will minimize the firm's trading costs.

With Trust Company's platform allowing Altas Capital's operations to run smoothly and efficiently, its principles are now free to focus on building up the business by developing additional broker-dealer relationships and creating new investment strategies.

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