



Functionality Comparison - Executing Broker

Executing Brokers

Loffa

Manual Process Steps		
Fax Machine - Sending and Retrieving	X	Not Necessary
Fax Machine Maintenance (Paper/Ink/Jams, etc)	X	Not Necessary
Manual Creation of Letter of Free Funds	X (various processes)	Not Necessary
Manual Sorting/Organizing Faxes by Firm	X	Not Necessary
Preparing Coversheets	X	Not Necessary
Inability to Read Returned Fax	X	Not Necessary
Processing Duplicate Faxes	X	Not Necessary
Entering Fax Numbers to Send	X	Not Necessary
Verifying Fax Received - OK	X	Not Necessary
Filing of Faxes	X	Not Necessary
Boxing for Storage	X	Not Necessary
Automated Solutions		
Balance Checks (if CB is LOFFA client)	No	Yes
Custodian receives electronic file (if CB is LOFFA client)	No	Yes
STP Compatibility	No	Yes
Automated Delivery of Letters of Free Funds	No	Yes
Automated Receipt of Letters of Free Funds	No	Yes
Automated Return of Reason for Decline	No	Yes
Electronic Record Filing to Match Customer Accounts	No	Yes
Manual Fax Process Compatibility	N/A	Yes
No Manual Faxing	No	Yes
Green Solutions		
No Paper	No	Yes
No Ink Cartridges	No	Yes
Customized Reporting		
Audit Reporting and Quick Search Functionality	No	Yes
Oversight of Client Accounts	No	Yes
Track Trading Patterns	No	Yes
Perform IM/RIA Assessments	No	Yes
Track Denial Reasons	No	Yes
Storage		
Electronic Record Keeping (Archival)	No	Yes
Immediate Retrieval Method	Manual Retrieval (offsite)	Electronic Retrieval
Paper Copies Retained 6 Years	No	N/A - No Paper

Compliance/Audit		
Transaction Log	No	Yes
Record of Employee who Signed LOFF	Only if Rep signs	Yes
Record of Date Signed	Only if Rep signs	Yes
Reporting Features	No	Yes
Reduce Reg. T Exposure	No	Yes
Secure	No	Yes
Create Alert Thresholds	No	Yes
Centralize All Letters of Free Funds (DTC/Fax/US Mail)	No	Yes
Verification of Receipt/Delivery	No	Yes
Prime Broker		
Create and Receive Electronic Schedule A's	No	Yes
Electronic Company Contact Database		
Store Complete Database of EB/CB Contact Info	No	Yes
Customize Your Own Contact Database	No	Yes
Costs		
DTC (PEXR Costs)	X	No Cost
DTC Retrieval Costs	X	No Cost
Fax/Phone Usage	X	No Cost
Paper and Ink Cartridge	X	No Cost
Paper Shredding	X	No Cost
Storage	X	No Cost
Development and Hardware Costs	X	No Cost
Maintenance and Upgrade Costs	X	No Cost
Continuous Automated Process Development		
Ability to generate report for non-response items	N/A	Yes
Ability to Generate Broker Confirms (SEC Rule 17A-13)	N/A	Yes
Contract with LOFFA to make calls to Custodians	N/A	Yes
Outsourcing	N/A	Yes
Automated Letters of Indemnity/Security Messaging	N/A	TBA
Future Releases	N/A	Yes

Through Loffa Interactive's Freefund Verified Direct™ (FVD™) and Prime Broker Integrated Network™ (PBIN™) we can automate both the Executing Broker and Custodian responsibilities for Letters of Free Funds (Reg. T Rule 220.8), Broker Confirms (SEC Rule 17A-13) and numerous Prime Broker Schedule A and Form 150 Customer Agreements.

For a demo or to learn more, contact us to discuss how we can help your firm's bottom-line!

Mark Roth (National Sales Manager) – 602-380-5363
Please take a moment to view our corporate website at www.LoffaCorp.com



"The future in regulatory automated solutions"

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