

10 questions to ask your direct indexing provider.



1. What level of customization does the platform offer?

Choose a platform that aligns portfolios with client values, tax sensitivity, restrictions, and goals.



2. How does the provider handle tax-loss harvesting?

Evaluate how frequently the provider scans for tax-loss harvesting opportunities and the methodology they use.



3. What are the costs and fees?

Make sure to ask how each provider presents their fees and the methodology behind them.



4. What are the minimum investment requirements?

Make sure the provider's minimum account size is suitable for the typical portfolio size of your clients.



5. What asset classes and securities are available?

Check whether the provider offers access to the asset classes your clients need, including equities and fixed income.



6. How much control do advisors and clients have over holdings?

Determine if the provider offers the right balance of automation and advisor control for both systematic management and customization.



7.

What kind of technology and user experience does the platform provide?

Assess whether the provider offers intuitive dashboards, automated reporting, and API integrations with major custodians.



8.

What kind of support and educational resources are available?

Ask if the provider offers advisor training, client-ready educational materials, and a responsive service team.



9.

How does the provider handle rebalancing and trading?

Evaluate how often the provider rebalances, and what control they have over the process.



10.

What is the provider's experience in direct indexing?

Inquire about the provider's history of innovation, stability, and positive advisor experiences.

The right direct indexing provider isn't just a choice—it's a strategic advantage that strengthens your competitive edge.

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