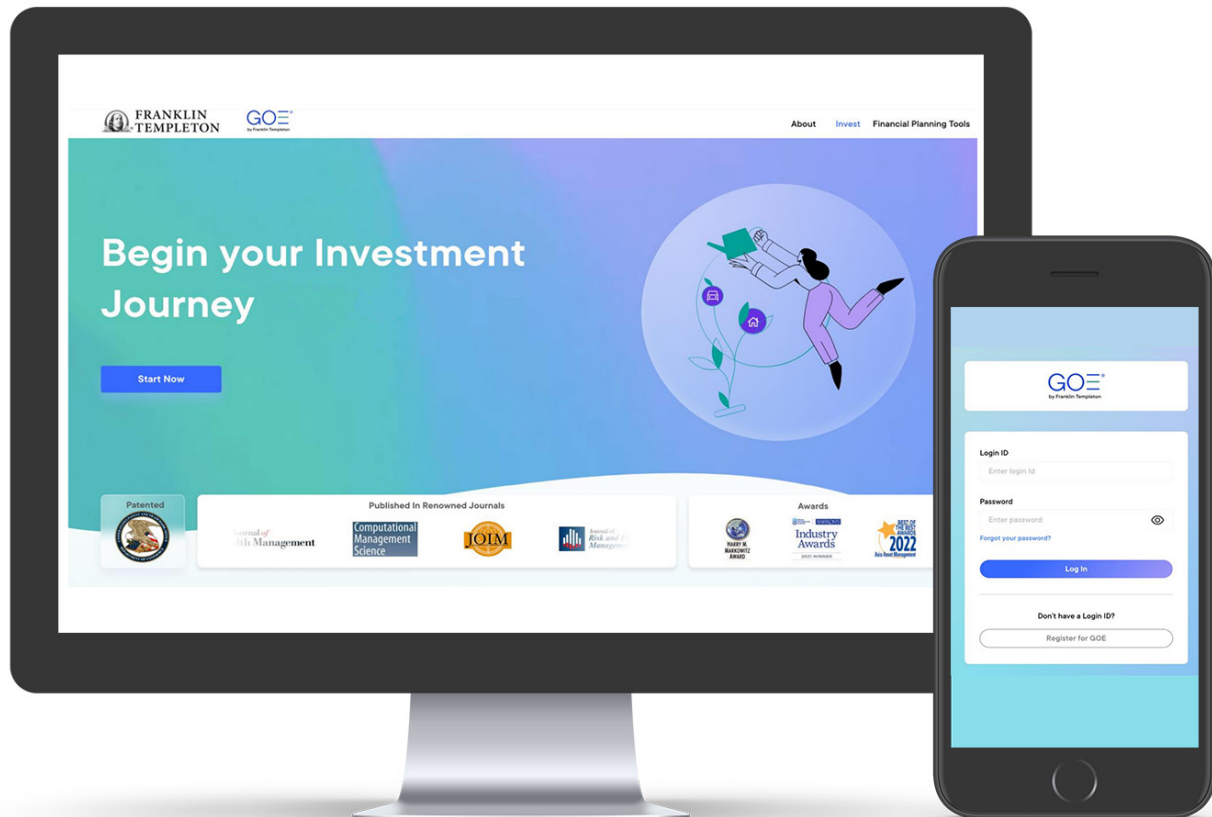


# What Makes GOE® Different?

Exploring What Puts Franklin Templeton's  
Goals Optimization Engine® In a Class by Itself



Goals Optimization Engine® (GOE®) by Franklin Templeton is an award-winning\* investing framework that presents dynamic personalization to investors while empowering advisors like you to serve them better than ever before. Our newly enhanced platform is intuitive and easy to use, ensuring you have what you need to expertly guide your client's investment journey.

**As you begin to have conversations with your clients, here are ways to think about what we believe sets GOE® apart from other solutions:**

## **A focus on goals rather than volatility.**

Most investing frameworks are based on minimizing the risk of volatility, so that a portfolio can withstand market turbulence. That's a good start, but it's not enough. Investors care about reaching their goals, and GOE® is a true goals-based investing framework. It's designed to adapt a portfolio to optimize the probability of actually achieving investors' objectives. GOE® meets investors where they are and helps pave the way for where they want to go.

# What Makes GOE® Different?



## An emphasis on each investor's unique circumstances.

No two investors are alike, and yet traditional solutions often group investors by age or time horizon to offer them identical guidance. GOE® ensures that every investor is treated like the individual they are—it's personalization at scale. In making portfolio recommendations, GOE® factors in personal circumstances such as starting wealth, target wealth, contribution rate, non-portfolio assets, risk tolerance, risk capacity and more. GOE® combines this information with capital market expectations for a holistic approach to portfolio design.



For illustration only. There is no assurance that any solution or strategy will be successful, or that any client's investment objective will be met. In addition, there can be no assurance that market or economic scenarios, risk/return expectations or models will prove to be accurate. This hypothetical illustration is intended for use with Institutions, Consultants, and Financial Professionals only. It is not for distribution to the public.

## Embedded advice for greater success.

GOE® recognizes that asset allocation alone may not be enough to help investors reach their goals—contribution rates and time horizons matter, too. When the probability of success is low, GOE®'s embedded advice helps put an investor on track to meet their objectives with recommendations that may include adding initial contributions, changing monthly contributions, or extending a goal's tenure.

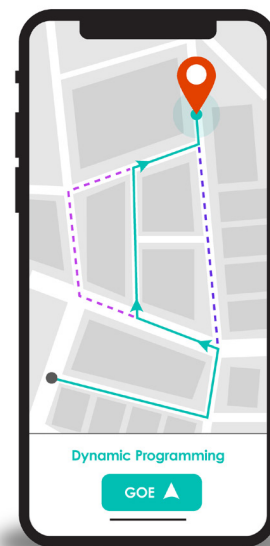
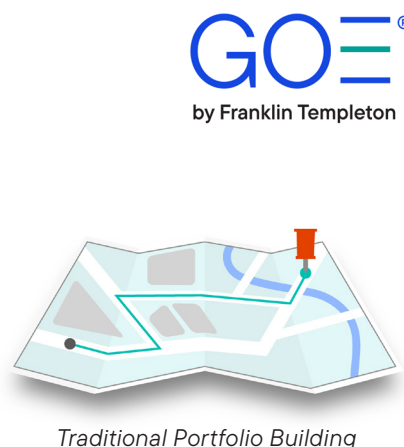
## Comprehensive reallocation, not general rebalancing.

Traditional solutions rebalance portfolios to maintain a particular mix of assets, whether it benefits an investor or not. For example, high-performing assets may be sold off in a given year solely because a portfolio is deemed overweight in those assets—at least, according to a traditional, rigid framework. But GOE® bases portfolio adjustments on a host of important variables, not narrowly defined parameters, to achieve the optimal asset mix in a portfolio over time.

# What Makes GOE® Different?

## Dynamic programming that's truly dynamic.

GOE®'s reallocations are driven by changes in an investor's life and changes in the market. If an investor receives a massive inheritance and adds a large contribution, GOE® reallocates in response to the windfall. If an investor tackles a hefty health care expense and contributes less, GOE® adjusts for that, too. On a macro scale, shifts in capital markets brought on by recessions, rebounds and anything in between also trigger GOE® reallocations. It's adaptability you won't find elsewhere: When you compare GOE® to traditional solutions, it's like taking a road trip with a GPS that modifies your route in real time in response to changing conditions... versus relying on printed directions that never change.



## Serving multiple goals for real investors.

Most people have more than one goal in life... so why shouldn't their investment options reflect that? Advisors can leverage GOE® to design multiple portfolios for investors, with each one matching an investor's specific goal, whether that's income generation or buying their dream home. With GOE®, advisors can also help clients determine how each goal is prioritized and their risk tolerance per goal. For example, an investor may wish to pursue a conservative strategy in a portfolio geared toward general retirement savings, while being open to a higher-risk approach with the portfolio dedicated to saving for a vacation home.

## Advice that transcends time horizons.

With GOE®, what an investor does after reaching a financial goal isn't an afterthought—it's a key consideration from the very beginning. The framework provides **decumulation and consumption guidance** as well as limiting factors so an investor can be confident in how they manage their assets years down the road. Information on withdrawing funds to minimize tax liability, guidance on allocating to annuities, advice on other spending... it's all provided by GOE®.

## A complement to financial planning.

GOE® empowers advisors to combine their expertise with cutting-edge portfolio design and management. Customizable features allow advisors to decide the sources of capital market expectations, the frequency of reallocation and the products used for portfolio construction. Extra modules provide additional tools for planning, such as a social security optimizer and an income goal calculator. And GOE® recommendations provide advisors with more information and insights to share with their clients, making for smarter conversations.

# What Makes GOE® Different?



## The Franklin Templeton advantage.

Award-winning research by Franklin Templeton created the algorithm that powers GOE®: Our team is the winner of the prestigious Harry M. Markowitz award\*, among other honors. GOE® also uses Franklin Templeton's model portfolios, crafted by portfolio construction experts with curated collections of mutual funds and ETFs from our specialist investment managers. It's a combination of innovation and expertise available only to investors whose advisors partner with Franklin Templeton, a leader in global asset management with a 75-year history of growth and innovation.



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\*A New Approach to Goals-Based Wealth Management, by Sanjiv R. Das, Daniel Ostrov, Anand Radhakrishnan and Deep Srivastav received the 2018 Harry M. Markowitz Award from the Journal of Investment Management and New Frontier Advisors, LLC. This is an annual award honoring Dr. Harry M. Markowitz, a Nobel laureate in economics, for his legacy and to support future research and innovation in practical asset management. Candidates are taken from among papers published in the Journal of Investment Management each year. No compensation was paid for consideration for this award.