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## Re-Worked SMA Aims to Take the Market by Storm

There is a new type of SMA out there that aims to take the market by storm. **Howard Present**, president and CEO of F-Squared Investments sat down with *The BDInsider* to discuss his company's next generation SMA program and other developments at the Wellesley, Massachusetts-based company.

F-Squared currently offers five actively managed SMAs which go by the name "Individually managed accounts" (IMA). Present says they differ from the SMAs out there in three important ways.

First, the IMAs use overlay manager **Smartleaf** to make the product easier for advisors to use. This technology allows advisors access to better customization and tax management options.

The second feature that sets the IMAs apart, Present says, are the fees, which, at 55 bps all in are far less than the average for SMAs. The third important difference in these new accounts, according to Present, are the minimums. An investor can buy in for \$15,000 or get full asset allocation services for \$25,000.

Present says the target market of the IMA offering is RIAs, wealth management groups and independent b-ds.

To build out F-Squared's business, Present says the company recently hired a new head of operations and plans to hire one or two new sales people. The company is also looking into launching actively managed ETFs.

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