

Morningstar® Office Tip Sheet:

Reviewing the Reporting Options

in Morningstar Office

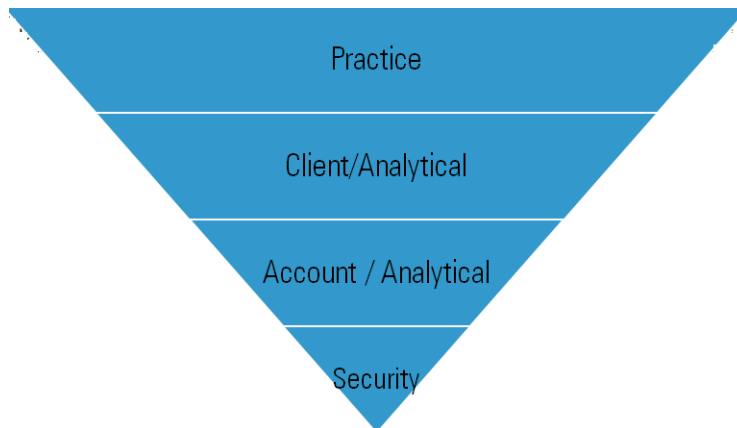
To this point, you should have completed the preliminary steps for building a reporting package for your clients, including the following processes:

- ▶ creating report cover page disclosures
- ▶ creating default report settings
- ▶ applying default report settings, and
- ▶ selecting a reporting benchmark for your practice, clients, or accounts.

The next step is to decide which reports to include in your package. Before you select reports, think about your audience. Consider their personalities, and make sure you create reporting packages to best fit the needs of your clients.

Another important aspect to understand before you choose reports for clients is the different reporting levels available within Morningstar Office. The inverted pyramid below illustrates the different reporting levels available within Morningstar Office.

Overview



Will the reports you produce reflect data for your entire practice?
Will they show data only for certain clients? Particular accounts? Or individual securities?

Each reporting level provides detailed information about your clients, their accounts, and securities. The following table describes each reporting level in more detail:

Reports at this level...	Include this type of data...
Practice	<p>Practice-level reports are the broadest reporting level available, and are used in the following ways by advisors:</p> <ul style="list-style-type: none"> ▶ Track assets, performance, management fees, etc. at the global level ▶ Validate and troubleshoot data generated at the client and account levels
Client	<p>Client-level reports provide details on a client's entire portfolio. Note the following important points about reports generated at the client level:</p> <ul style="list-style-type: none"> ▶ Accounts are aggregated ▶ These are considered performance reports ▶ These reports require a transactional account, which includes buys, sells, dividend payments, and other transactions for the time period you are reporting against
Account	<p>Account-level reports provide details on individual client account(s). Note the following important points about these reports:</p> <ul style="list-style-type: none"> ▶ They can be run for a single account, or multiple, aggregated accounts ▶ They are considered performance reports ▶ These reports require a transactional account, which includes buys, sells, dividend payments, and other transactions for the time period you are reporting against
Analytical	<p>Analytical reports provide details on only the positions in an account, making it the best option for prospects. Note the following important points about analytical reports:</p> <ul style="list-style-type: none"> ▶ They can be run for either a quick account or a transactional account ▶ These reports can be run at either the client or account level
Security	<p>Security-level reports provide details on individual securities within your clients' accounts. The data is pulled directly from Morningstar's databases.</p>

Morningstar Office provides dozens of reports that offer varying levels of detail. To review a description of many of the reports offered in Morningstar Office, along with a sample of many of these reports, click [here](#).

▶ Click [here](#) to view a companion video to this document.

How can I review the report options available in Morningstar Office?