

Morningstar® Office Tip Sheet:

Introduction to Building Reporting Packages in Morningstar Office

Imagine this scenario...you are a brand new RIA who's just started using Morningstar Office. While you are impressed by the breadth of reports available in the application, you may also feel a bit overwhelmed by them. You're wondering where to start making sense of this potential, and how to best leverage them for your practice.

Overview

Generating reports via Morningstar Office is one of the most important ways you can communicate with your clients. The reports help to inform and educate your clients on their account performance and investments.

Why should I generate reports in Morningstar Office?

Morningstar Office provides dozens of reporting options that you can mix and match to meet the unique needs of your clients.

Before building a package of reports for your clients, it's important to evaluate your audience. Think about your client population and their personalities:

What should I consider before generating reports in Morningstar Office?

- ▶ Are your clients busy professionals who prefer short reports with easy-to-digest performance data?
- ▶ Are they so new to investing that additional information may overwhelm them and create confusion?
- ▶ Or, are your clients sophisticated investors who, in addition to reviewing performance data, want to analyze how their accounts and holdings contribute to the overall performance of their portfolio?

Perhaps some of your clients fit into each category? The following two reporting packages demonstrate both a simple and complex set of reports to present to your clients.

A simple reporting package could include the following elements:

- ▶ Cover page
- ▶ Table of Contents
- ▶ Client Return Summary, and
- ▶ Client Position Summary by Account

The Client Return Summary provides household-level data through a combination of return data tables and colorful graphics. This report also provides limited return data at the individual account level.

The Client Position Summary by Account report also provides household-level data through the use of graphics. In addition, the report also contains holdings data, including market value, and holding percentages broken down by account.

Together, this package of reports provides an easy-to-digest picture of how accounts and investments are performing for a given time period.

Click [here](#) for an example of a simple reporting package.

What reports should I include in a simple reporting package?

A complex reporting package could include the following elements:

- ▶ Cover page
- ▶ Table of Contents
- ▶ Client Return Summary
- ▶ Performance Summary
- ▶ Performance Summary by Security, and
- ▶ Performance Benchmark Comparison.

The complex package begins the same way as the simple package: with a cover page, table of contents and the Client Return Summary, which analyzes return data at the household level.

The Performance Summary shows how account contributions and withdrawals affect the overall performance number for each account

The Performance Summary by Security shows how individual holdings, contributions, and withdrawals affect the overall performance values for each account.

The Performance Benchmark Comparison report breaks down securities by asset class, and compares their performance with a different asset class benchmark for each account.

Each report exposes a more detailed look at the data for each account within a household.

Click [here](#) for an example of a complex reporting package.

What reports should I include in a complex reporting package?

These are just two examples of building your reporting package in Morningstar Office.

To evaluate other reports to include in a package for your clients, please visit corporate.morningstar.com.

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

How can I make decisions on other reports to include in a package?