

Why Choose Alden COVE Platform



Category	Alden COVE Platform	Traditional Advisor Platforms	No Centralized Platform
Technology Hub	✓ Unified digital platform for advisors	✗ Fragmented or proprietary systems	✗ Advisors must source tools independently
Client Experience	✓ Integrated workflows + seamless client servicing	✗ Varies by firm, often siloed	✗ Inconsistent experience
Operational Support	✓ Built-in support and streamlined processes	✗ Support varies, often less personalized	✗ Minimal support
Customization	✓ Flexible platform designed around advisor needs	✗ Limited customization	✗ Fully DIY but complex
Growth Enablement	✓ Tools + resources to scale practice efficiently	✗ Some support but less advisor-focused	✗ Growth depends entirely on advisor
Investment Access	✓ Open architecture with diverse solutions	✗ May include proprietary limitations	✗ Advisor must build relationships
Community & Collaboration	✓ Advisor-first ecosystem with shared resources	✗ Less collaborative, more corporate	✗ Isolated practice environment
Efficiency & Time Savings	✓ Centralized platform reduces admin burden	✗ Some efficiency but more bureaucracy	✗ High admin burden
Trading Support	✓ Full outsourcing or collaborative options	✗ Rigid, minimal control	✗ Entirely advisor driven
Client Portals and Reports	✓ Turnkey and branded with your logo	✗ Low or no customization or control	✗ Custodial platforms only