HUB24 for Advisers

Access Salita Portfolio Services on HUB24

For over 15 years, HUB24's award-winning managed portfolio capabilities have been empowering advisers to deliver value for their clients. To continue our commitment to ongoing innovation and driving great outcomes for advisers and their clients, we've collaborated with Entireti to provide advisers with access to Salita Portfolio Services on HUB24's Discover, Core and Choice menus.[1]

Salita Portfolio Services is the evolution of PFS Investment Management Limited (PFSIM) designed to respond to the changing needs of advice practices and clients.





Who is HUB24?

HUB24 Group (ASX:HUB) leads the wealth industry as the best provider of integrated platform, technology and data solutions, and we're not done yet. At HUB24, we believe in the value of advice. Through industry collaboration and leveraging our technology and data expertise, we're helping solve key challenges to enable the delivery of accessible financial advice and empower better financial futures for more Australians.

Our solutions include Australia's best platform HUB24, leading SMSF software Class, and myprosperity's innovative client portal technology.

Innovation at our core

We're committed to delivering innovative solutions that cater to the diverse needs of your clients, regardless of their investment complexity. By leveraging our expertise in managed portfolio technology, SMSFs, and high-net-worth investment capabilities, we're empowering you to support a broader range of client segments – all on Australia's Best Platform.[1]

We're continuously listening to adviser feedback to launch platform enhancements that support efficiency, improve transparency, and provide greater flexibility for you and your clients.

Award-winning customer service and support

HUB24 continues to be recognised for its excellence in customer service. Achieving these accolades during a period of substantial growth for HUB24 underscores our ongoing investment in service and support for advisers and their clients. Notably, HUB24 holds the highest Net Promoter Score (NPS) across platform providers.^

Platform Provider	NPS Score^
HUB24	+32%
Competitor 1	+17%
Competitor 2 & 3	+6%

^ Investment Trends 2025 Adviser Technology Needs Report: Industry Analysis.

Delivering excellence in service and support

Dedicated Business Development Manager, Training Relationship Manager (TRM) and Client Service Executive (CE)
Each state is assigned with a dedicated BDM, TRM and CE team. These individuals serve as your primary contacts for training and administrative assistance and escalation support.

The Business Enablement Team
HUB24's Business Enablement Team plays a vital role in implementation and transition management – an integral part of HUB24's service offering. This experienced team of consultant partners helps facilitate seamless client transitions to HUB24, providing tailored project management and strategic consulting expertise throughout the process.

Online chat facility
Access real-time support from 8:00 AM to 7:00 PM (Sydney time), Monday to Friday, through our live chat service, where your queries are handled by a real person, not just a chatbot, ensuring prompt and personalised assistance.



Save time and create custom client reports in minutes with Engage

Engage is a new market-leading reporting capability available on the HUB24 platform. It brings together custodial and non-custodial data along with information about your clients' other investments to create a complete view of their wealth all in one place.[1]

Watch 'Introducing Engage on HUB24' >

With Engage, you can:



Create simple and compelling presentations for client meetings.



Use consistent wording for asset allocation that your clients understand.



Save time gathering data into client-ready presentations.



Automatically update the balances for Australian shares, international shares and select cash or term deposit accounts held outside of HUB24.[2]



Consolidate selected accounts in a family group.



Include or exclude your clients' other investments held outside HUB24.

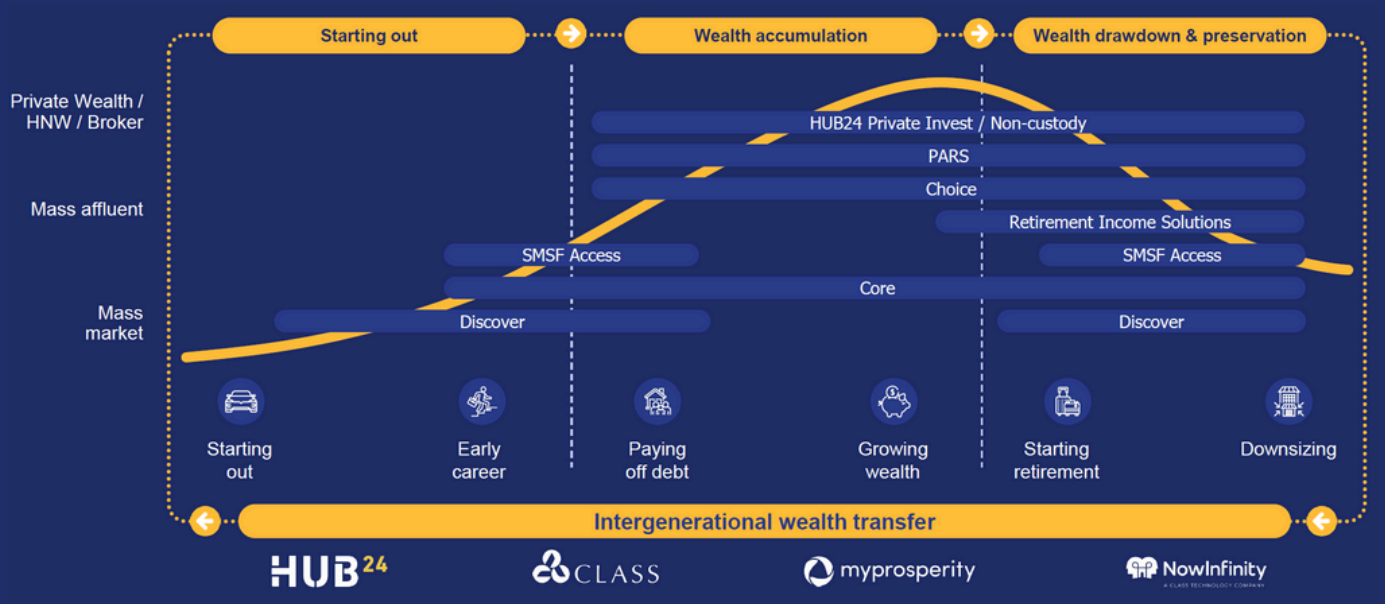


Present online in an interactive format – or download as a PDF file.



Customise reports with your own brand - including your logo, preferred chart colours and images.

Innovative solutions to meet the needs of more clients



Discover: Building for tomorrow's strategy, today

We've broadened the range of our investment menus to give you the flexibility to meet the needs of more of your clients throughout their wealth accumulation and retirement journey, all in one place.

To support the needs of early-stage wealth accumulators, later stage retirees, and anyone with simple investment needs, we've introduced an innovative offer which provides a cost-effective investment option for your clients. **Discover** provides a streamlined selection of managed portfolios by leading portfolio managers, with a simple, cost-effective fee structure.

As your clients' needs evolve, they can transition to our Core and Choice menus and access the benefits of a wider range of investment options while retaining the same account and underlying investments without incurring significant costs or Capital Gains Tax (CGT).[3]

SMSF Access: Innovation to grow the SMSF Market

SMSF Access is a cost-effective solution designed to meet the needs of clients who want to experience the benefits of their own SMSF without the associated costs and administration complexity of establishing and managing a traditional SMSF.

By establishing an SMSF earlier, clients can take control of their super, and benefit from the portability, flexibility and transparency they want. They can also incur a lower CGT impact given their lower balance, compared to if they established their fund down the track, when their balance is higher.

And as their investment needs become more complex, and their balance grows, clients can easily move to a traditional self-managed super fund administration service, without the need to sell down any investments.

Innovative online platform functionality

- **In-specie recontributions:** Submit online requests using existing client investments—no need to sell down assets or transfer funds to a bank or separate IDPS account.
- **Same-day processing:** Transfers between existing accounts, including super-to-pension and recontribution requests, are processed on the same day ensuring timely execution.
- **Straight-through online transactions:** Execute key actions such as Notice of Intent to Claim, rollovers, and selected account transitions without client signatures.
- **Auto-record of advice (ROA):** Generate ROAs either individually or in bulk. Use a customisable template or collaborate with your BDM and TRM to adapt existing ROAs using prepopulated merge tools for efficiency.
- **Daily account activity email:** Receive a single, colour-coded daily email summarising key account actions—such as low cash balances—across your client base. This helps you prioritise time-sensitive tasks without needing to log into the platform.
- **Pre-trade analysis tools:** Access CGT modelling and evaluate asset and sector allocation outcomes before and after trades.
- **Automatic cash tools:** Including features such as Investment Plans, Cash Top-Up automation, and true Dividend Reinvestment Plans (DRP) for equities, designed to optimise cash flow management and streamline portfolio maintenance.

Managed portfolios on HUB24

Making things easy for you and your clients is at the core of everything we do. That's why our managed portfolio functionality can help reduce the administration and compliance burden of managing multiple clients and drive better investment outcomes for their portfolios. HUB24's managed portfolios are industry-leading, recognised by Investment Trends as Best in Market for eight of the last nine years, with over $48 billion invested in managed portfolios as at June 2025.[4]

Managed portfolios' differentiating features

Tax optimising tools

Calculating the tax impact of an investment decision can be time-consuming and complicated, that's why we've created tools to help you get the best tax outcomes for your clients. Our functionality includes:

- Automatic tax optimisation at account level (managed portfolios and other separately held assets) and managed portfolio level with no manual parcel selection required.
- Estimate potential CGT impacts resulting from delaying the timing of switches and transactions (7-, 14-, 28- and 60-day modelling).
- Model consequences of various tax treatments (FIFO, Min Gain, Max Gain) to select the most appropriate parcels to be sold.
- Tax parcels are held and managed at a whole-of-account level.
- Netting of all asset changes within an account before trading.
- In-specie transfers.

Client preferences

Advisers can customise portfolios by:

- Minimum Trade Size – reduce small rebalancing trades.
- Investment Exclusions and substitutions – redirect excluded assets to cash, pro-rata, or alternatives.

Independent oversight and governance

HUB24 is the primary custodian of the HUB24 platform. As custodian, HUB24 may outsource custodial functions for the HUB24 platform to third party sub-custodians from time to time, to hold the assets in your clients' account on trust, on our behalf. This means that there is no direct relationship between your clients and the sub-custodian, and that the sub-custodian does not provide any services directly to your clients.

In summary:

- Custody involves holding the legal title to assets in your account on trust, for safe keeping. The beneficial ownership of client assets still sits with your clients.
- Clients' assets are held in trust for them, at all times.
- HUB24 and the sub-custodians are obliged to use client assets only for the purposes permitted under the terms of the relevant financial products, including HUB24 Invest and HUB24 Super.
- HUB24 has added procedural safeguards for reconciling client accounts with the sub-custodian daily.
- HUB24 under its AFSL (239122) holds a minimum of ongoing regulatory capital of $10 million.
- For superannuation and pension offerings, HUB24 appoints HTFS Nominees Pty Ltd as an independent trustee to provide arm's-length oversight.

Want to know more?

Call our team on **1300 854 994** or visit **HUB24.com.au**

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This document has been prepared by HUB24 Custodial Services Ltd (ABN 94 073 633 664, AFSL 239 122) (HUB24) and is current as at the date of issue. HUB24 is the operator of HUB24 Invest (an investor directed portfolio service) which includes HUB24 SMSF Access and a promoter and service provider of HUB24 Super which is a regulated superannuation fund. The trustee and issuer of interests in HUB24 Super Fund is HTFS Nominees PTY Limited (ABN 78 000 880 553, AFSL 232500, RSE L0003216). This document must not be copied or reproduced without the prior written consent of HUB24. If you require additional assistance, please call: 1300 854 994. © HUB24 2025

1 HUB24 won Best Platform Overall and Best Platform Managed Account Functionality in the Investment Trends 2024 Platform Competitive Analysis and Benchmarking Report.
2 Automated data connections are now available for Macquarie Cash Management Accounts, Macquarie Cash Management Accelerator Accounts and Macquarie Term Deposits. The Macquarie Cash Management Account, Macquarie Cash Management Accelerator Account and Macquarie Term Deposits are deposit products issued by Macquarie Bank Limited ABN 46 008 583 542 AFSL 237502. For Australian managed funds, Australian and internationally listed securities, the values are automatically updated by applying the latest closing price to the quantity input by the adviser.
3 Where portfolios are different, part of the portfolio may trigger some capital gains tax (CGT) and other costs to realign the portfolio to the chosen option.
4 FY25 Analyst and Investor Pack.