



# How Mutual Fund Software Can Help MFDs Attract More Investors?

Most investors today prefer using direct platforms for their investments. This is challenging for MFDs who lose investors due to frequent redemptions, which makes it harder for MFDs to keep a stable and growing client base.



## Challenges MFDs Face with Redemptions

1. **Reduced Assets Under Management (AUM):** Frequent redemptions reduce the overall assets managed by MFDs, which in turn impacts their business volume.
2. **Less Revenue:** Lower AUM results in decreased revenue, as earnings are directly linked to the size of the managed funds.
3. **Loss of Client Base:** Each redemption could mean losing a client, diminishing the opportunity for future business growth and referrals.

# Mutual Fund Software for Distributors: A Solution

Wealth Elite, a [Mutual fund software for distributors](#), offers an array of features that help MFDs attract and retain more clients.

## Online ATM: Liquid Fund Investments

One innovative feature is the "Online ATM" which caters to individuals who have just started earning. They can park their money in liquid funds, and access it anytime with high liquidity and earn better returns than a regular savings account.

MFDs can attract beginners by promoting the benefits of the Online ATM. This feature helps new investors keep their money accessible while earning better returns. Over time, these investors can be nurtured into potential long-term clients.

## Promotional Images for Brand Building

Another valuable feature is the ability to share promotional images for festivals and special occasions. MFDs can use these images to connect with clients on social media or directly, at no extra cost. This aids in building their brand and attracting more investors.

## IPO Offerings Under MFD Codes

Investors often go direct-to-consumer (D2C) for IPOs, bypassing MFDs. However, mutual fund software allows MFDs to offer IPOs under their own code. This not only attracts new investors but also helps retain existing ones who might otherwise seek other channels. Here are a few benefits of Offering IPOs:

- **Retain Clients:** Offering IPOs along with other investment classes helps investors access multiple assets through one platform.
- **Attract New Investors:** IPO offerings can draw in new clients who are specifically looking for these opportunities.
- **Business Growth:** Expanding the range of services offered leads to overall business growth.

## Benefits of Mutual Fund Software for Distributors

1. **Saves Time:** Automates many tasks, freeing up time for MFDs to focus on client relationships and business growth.
2. **Reduces Effort:** Simplifies complex calculations and processes, making operations smoother.

3. **Ensures Accuracy:** Minimizes the risk of errors in financial calculations and reporting.
4. **Supports Informed Decisions:** Provides comprehensive data and analysis tools, aiding MFDs and their clients in making well-informed investment decisions.
5. **Enhances Investor Awareness:** Interactive tools and features help investors better understand their investment strategies and options.