



# Your Clients. Your Strategy. Our Platform.

Ren exists to support, not steer. Unlike other DAF programs, we enable high-impact giving for your UHNW clients without investment agendas, restrictions, or custody strings.

## Selling a Business? Plan the Giving Now.

Ren and Renaissance Charitable is built for complex liquidity moments. Whether your client is selling a company, diversifying assets, or rethinking their legacy, our platform offers unmatched flexibility without interfering in your strategy.

## Why Leading Wealth Advisors Choose Ren



### **We facilitate the gift, not the liquidity event**

No term negotiations. No put options. No added diligence fees. The gift gets done. The exit stays clean.



### **Custodian-Agnostic**

Invest assets where you're most comfortable—we partner with all major custodians.



### **Advisor-Led**

We don't manage assets or compete for AUM. We follow your lead.



### **True Open Architecture**

SMAs, alternative, impact investments and custom donor ideas-no restrictions, no conflict of interest.



### Total Investment Freedom

Your advisor, your strategy. Invest in private placements, alternatives, donor-sourced ideas—no fund menus or pre-approved lists.



### Centralized Reporting

View activity across all your clients DAF accounts—regardless of investment structure.

## What We're Not

We're not here to push products, limit your options, or manage your client's money. We're here to support your client's strategy, not steer it.

**Other Leading DAF Providers Say:**  
*"Here's what we allow."*

**Ren Says:**  
*"What do you want to build?"*



## Your Strategy. Your Custodian. Your Call.

Let's make philanthropy work the way you and your clients want it to. Supporting over \$175B in charitable assets, Ren is America's premier provider of philanthropic technology and managed services. To learn more about how we can serve you and your clients, visit us [reninc.com](https://reninc.com).