PNC Total Insight(SM) Offers Online Investment Tools And Live Advice

Combines technology with access to a dedicated financial adviser

PITTSBURGH, June 3, 2014 /PRNewswire/ -- PNC Investments, Member FINRA and SIPC, today has introduced PNC Total Insight[SM], a suite of online and mobile financial management tools combined with personal investment guidance and dedicated customer support.

"PNC Total Insight goes beyond an online investment platform," said Rich Guerrini, president and CEO, PNC Investments. "Individual advice from PNC Investments advisers augments Total Insight's analytical tools, empowering clients to make the best decisions for their financial future."

With PNC Total Insight, clients can choose to meet their PNC Investments advisor at the bank branch or through PNC's Advisor Direct 800 number to receive customized financial planning. And with PNC Total Insight the client must enroll in PNC Virtual Wallet® with Performance Select, so clients have access to Total Insight Customer Care Team, a dedicated support team committed to helping them meet their banking needs.

The suite of online tools features a virtual dashboard that displays clear and easy to understand information. Clients, who must have at least $50,000 in a non-qualified investment account, can monitor asset allocation, track rates of return over specified times, review portfolio performance, and view information about their accounts assets and liabilities all in one place.

"The combined view of investing and banking enables clients to move credit card cash rewards from the PNC Bank accounts into a brokerage account and make easy online and mobile transfers," Guerrini said.

Clients can aggregate all of their accounts, assets and liabilities including those held with outside institutions, including their 401(k), providing a comprehensive view of their money through seven easy to understand tabs on screen:

- **Net Worth** – Clients' "personal balance sheet." Gives a full view of assets and liabilities at PNC and allows for aggregation of investments with other firms and property if they choose to add them with the ability to group accounts based upon goals, such as a secure retirement.
- **My Folio** – Allows for dynamic grouping of accounts the way clients want to see them.
- **Income** – Instant view of monthly cash flows. Shows how deposits and withdrawals affect bottom line. Can compare current with past months and years, and estimate income for future months and years.
- **Performance** – Displays performance across multiple time frames including daily rate of return or percentage gain or loss and may be compared to a benchmark selected by the client.

The other three tabs are: **Brief**, which provides an overview of the clients investment picture; **Allocation**, which compares actual allocation with target allocation; and **Research**, which provides market news, e-mail access to the clients' adviser team, and access to "PNC Investment Corner", PNC's source for proprietary investment research and commentary.

PNC Total Insight is an extension of the highly successful PNC Wealth Insight tool introduced in 2011 to PNC Wealth Management clients. PNC Wealth Insight was the result of almost three years of research and development, which included the participation of dozens of clients and financial advisors. Subsequent research with those who successfully have saved and invested for retirement contributed to combining Total Insight's tools with the personalized guidance and support.

Using the latest available technologies, clients can access PNC Total Insight via tablets run on Apple or Android systems or on a mobile phone browser. App versions for iPhone and Android are also available.

An online media kit containing images about Total Insight is available at http://pnc.mediaroom.com/pnctotalinsight.

The PNC Financial Services Group, Inc. (www.pnc.com) is one of the United States' largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management.

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