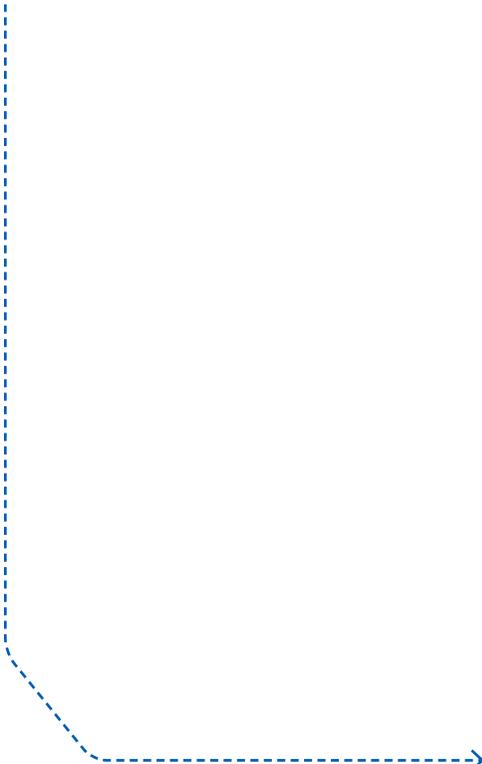


**THE FUTURE YOU WANT.
WE CAN HELP YOU GET THERE.**



charles SCHWAB

I KNOW THERE'S A BETTER WAY.

I WANT THE FREEDOM TO SERVE MY CLIENTS' BEST INTERESTS, RATHER THAN THE INTERESTS OF A FIRM THAT SELLS PRODUCTS.

I WANT TO SET THE VISION FOR MY BUSINESS.

I WANT TO KEEP WHAT I EARN.

I WANT TO CONTROL MY DESTINY.

AS AN INDEPENDENT RIA, I CAN.

The future you envision starts with the knowledge, experience and dedication of Schwab Advisor Services.

We've helped hundreds of advisors like you make the move to independence as a registered investment advisor (RIA). Whether you launch a new firm or join an existing one, we'll guide you through the process step-by-step. We'll even introduce you to advisors who've already made the move and can tell you what to expect. We know advisors better than anyone. Let us put our know-how to work for you.

"There will be a point in this transition where you look back and say it was the best thing you ever did. It, by far, was the best career decision I've made."

—Gerry Frigon, Taylor Frigon Capital Management

"We see every day that we made the right decision. Our clients are thankful we had the courage to do this."

—Dorie Rosenband, Wealth Partners

"My advice? Before going independent, be very clear on why you want to establish your own firm. In the first nine months, there are going to be issues and times when the transition feels difficult or hard. And when those days show up, you've got to remember why you're establishing the firm, and keep your eye on the long-term horizon."

—David Bromelkamp, Allodium Investment Consultants

WHAT'S INVOLVED IN MAKING A MOVE LIKE THIS?

IS IT THE RIGHT TIME TO DO THIS?

HOW CAN I FUND THE MOVE?

HOW DO I MAKE SURE I WON'T GET SUED?

HOW DO I MAKE SURE MY CLIENTS COME WITH ME?

HOW CAN I TRANSFER MY CLIENTS' ACCOUNTS?

We've helped hundreds of advisors successfully work through questions like these. And we've found that, out of all that's involved in moving to the RIA model, it's best to start by focusing on four main areas.

PLANNING

Whether you want to start a firm or join one, it's important to take the time to identify your goals and make a deliberate, strategic plan for taking your practice independent.

"My advice? Before going independent, be very clear on why you want to establish your own firm. In the first nine months, there are going to be issues and times when the transition feels difficult or hard. And when those days show up, you've got to remember why you're establishing the firm, and keep your eye on the long-term horizon."

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LEGAL AND COMPLIANCE

While the legal and regulatory considerations you'll face can seem daunting, many RIAs have successfully managed these same challenges by securing experienced legal counsel and following well-defined procedures.

"The legal issues were the most scary part of the whole process, but we were very surprised that by following the right steps and doing things above board, we had zero implications legally."

—Trevor Callan, Callan Capital

ASSET TRANSFER

A smooth and quick transfer of your clients' accounts is crucial to getting your new practice up and running, so you'll need to plan it out carefully in advance.

"We managed to keep 96% of client assets at the time of the move. And within 15 months, we increased client assets under management by more than 30%."

—Colin Higgins, The Golub Group, The Golub Group

FEE AND COMMISSION BUSINESS

As an RIA, you may wish to manage both fee-based and commission business. Advisors who follow this hybrid model both establish a fee-based relationship with their custodian and affiliate with a third-party independent broker dealer that facilitates the commission part of their business.

Whatever your starting point, we'll help you make your end goal a reality. We've supported advisors for more than 20 years, and we have the most experienced team in the industry.

HOW SCHWAB HELPS MAKE YOUR MOVE SUCCESSFUL.

Schwab Advisor Transition Services™ can help simplify the process of moving your business to the RIA model. You'll work with a dedicated Business Development Officer (BDO) who will consult with you on issues ranging from asset and product mix to fee structure. Your BDO is your single point of contact who will guide you through the whole process, so you can focus on your clients.

PLANNING WITH PERSONALIZED GUIDANCE

Your Schwab BDO will help you think through your goals so you can decide whether it makes more sense for you to start a firm or join one. Next, your BDO will help you coordinate a customized and comprehensive plan for your move and introduce you to the third-party legal and compliance experts and business strategists who will help you stay on track. You'll also be able to talk with advisors who have made the move and can share their experiences.



“Our Business Development Officer with Schwab laid out a roadmap that was scheduled out by week in terms of all the critical things that needed to be done—like technology, finding real estate, working with vendors for marketing, designing a website.”

—Trevor Callan, Callan Capital

LAUNCHING YOUR OWN BUSINESS

If you decide to start your own firm, you'll quickly find there's a lot to keep track of. **Schwab Business Start-Up Solutions** can help you with important start-up considerations, including:

- Strategic business planning
- Technology and client reporting
- Business setup*
- Marketing

“Schwab’s approach was refreshing and different. They made a great effort to find out what was important to us instead of trying to sell a platform. That really stood out for us.”

—M.J. Nodilo, Pathlight Investors, LLC

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Advisors who start their own firms take on the responsibilities and the risks inherent in ownership or partnership, such as legal decisions and expense management. Through Schwab and third-party industry resources, you'll have support for everything from start-up funding to identifying the technology platform that suits your practice best. And you'll be introduced to experts who can help with considerations such as locating office space and providing employee benefits.

You may want to consider outsourcing the planning and implementation of your move. Your BDO can introduce you to a professional third-party **implementation manager** who will handle all the details, from helping you develop a strategic business plan, P&L models, project plans to performing due diligence working with vendors for technology and insurance. Handing these tasks off to a third-party implementation manager can give you peace of mind so you can devote your energy to your clients.

"My first step in starting my own firm, was to find the right strategic partners and custodian platform. Schwab is not only our custodian, but they helped us they helped by putting us in touch with exceptional service providers. Schwab consulted with me throughout the planning process, and their expertise helped lead to a successful transition."

—Dorie Rosenband, Wealth Partners

JOINING AN EXISTING RIA FIRM

If you want to have more control over important aspects of the business—but not sole responsibility for it—consider joining an existing RIA firm. Schwab can introduce you to RIAs that may be looking to grow their firms.

TRANSFERRING THE ASSETS

It's critical to make sure your assets transfer to Schwab quickly and with minimal disruption. That's the sole focus of **Schwab Advisor Conversion Services**. Our expert service team has helped hundreds of advisors transfer their client accounts, so they've developed a highly efficient process. They even take care of time-consuming paperwork involved in setting up new accounts.

You'll be able to assure clients that their assets are in the hands of an industry leader, and you'll rest easy too, knowing that our team is working to set you up for success as quickly as possible.

"The Conversion Team was critical in our transition. They were in our office the day we resigned, and full-time for over a week, helping with some of the paperwork and setting up new accounts."

—Trevor Callan, Callan Capital

*These services are provided by third-party firms who are not affiliated with or employees of Schwab. Availability varies by region.

Schwab Advisor Transition Services™ HELPS WITH EVERY STEP

Specific steps and chronology vary with each advisor's move, but here's a general snapshot of the successful path you'll take—and you'll be guided all the way by your Schwab BDO.

PREPARING FOR YOUR MOVE

- Set goals and create a plan
- Review products and services to understand which assets will transfer
- Assess the need to maintain commission business
- Determine your financial needs and their implications
- Connect with existing RIAs
(to get advice or look for a firm to join)
- Work with third-party legal experts
- Secure funding, technology platform and office space
(if you're starting your own firm)

MAKING THE MOVE

- Resign from former firm
- Contact clients
- Transfer client accounts
- Launch your new practice or join an existing one

BUILDING YOUR PRACTICE AS AN INDEPENDENT RIA

- Enhance client service
- Streamline operations with technology
- Market firm to develop new business

THE REWARDS OF INDEPENDENCE

Once you've established your new practice, you'll discover the unique benefits of working with Schwab Advisor Services. As our client, you have access to a dedicated service team, customized events, a wealth of Schwab and third-party resources, and potentially your own relationship manager, who can help support your firm's growth. It's a complete experience that gives you both the support and the independence to reach the goals you've set for yourself.



"The service at Schwab is amazing, the back office is wonderful and the resources are tremendous."

—Trevor Callan, Callan Capital

"The entire team that supports us at Schwab has been with us every step of the way, and now that we've launched our firm they are really an extension of our firm. My sense was that other custodians treated this in a very transactional way, as opposed to Schwab, which was really making a commitment to our business."

—Dorie Rosenband, &Wealth Partners

HOW DO I GET STARTED?

Just give us a call. As a start, we'd be glad to introduce you to advisors who have successfully made the move to the independent RIA model.

Call 877-314-7821

Contact your regional sales office

Visit backingtheindependent.com



“My advice is to do this earlier than I did—this reward that we’re reaping now is precisely because we cut ourselves loose.”

—Colin Higgins, The Golub Group

“Going forward, my team members and I will have the flexibility and freedom to really act in the best interests of our clients.”

—David Bromelkamp,
Alloidium Investment Consultants



The third-party firms mentioned in this document should not be construed as a recommendation, endorsement or sponsorship by Schwab, nor are they and their employees affiliated with or employed by Schwab.

Experiences expressed concerning becoming an RIA are no guarantee of future performance or success and may not be representative of your experience.

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