

START Storyboard

Non-Protocol



Roberta has built a significant book of business over the years, but she isn't happy in her current situation. Her employer is keeping more of her earnings, limiting her choices to proprietary products, and being more and more restrictive about what she can and can't do.



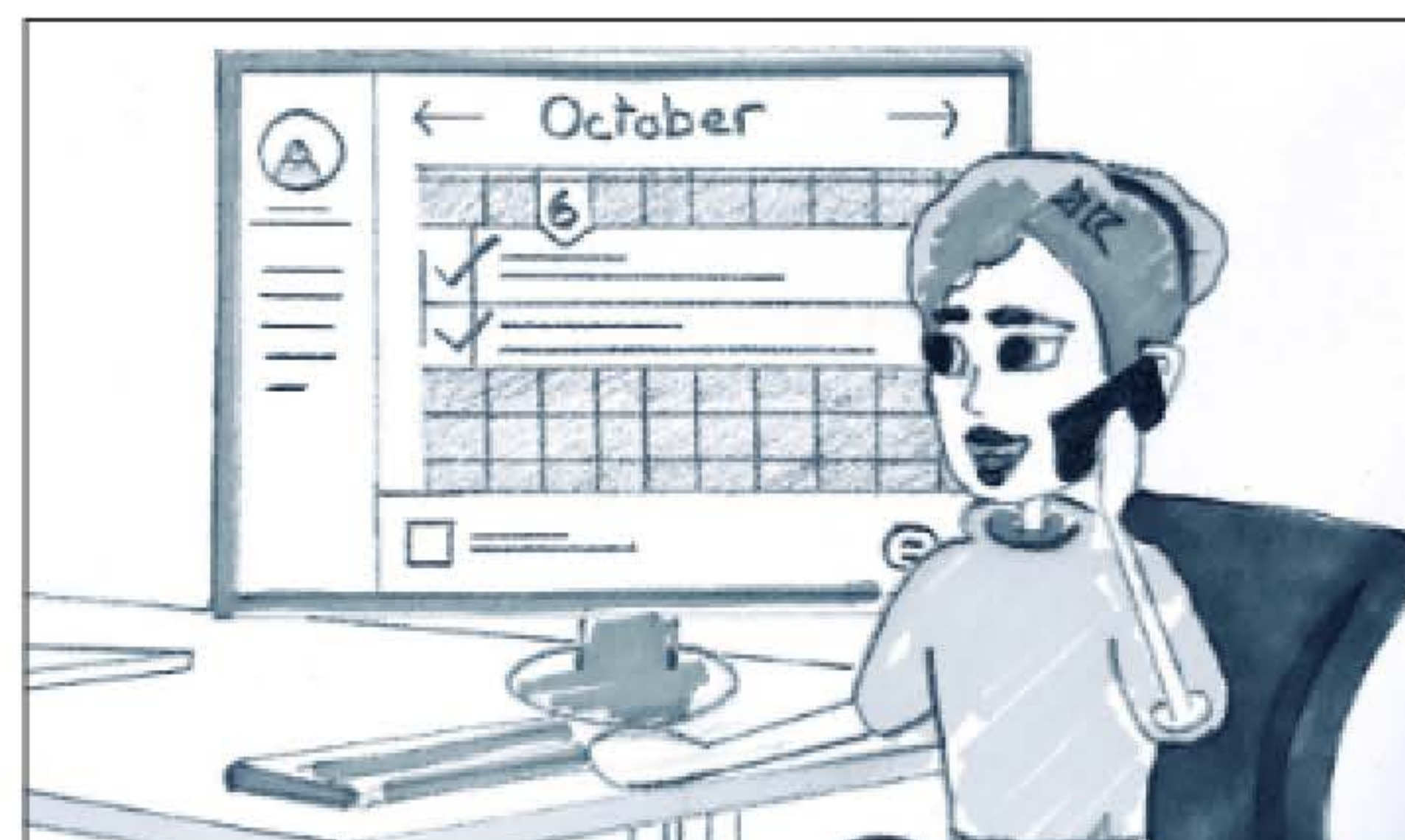
Roberta forms a relationship with a Schwab Business Development Officer (BDO) who shepherds her through the discovery process until she is ready to verbally commit to starting her new business at Schwab.



Roberta is introduced to an entire team of people. She connects with a variety of consultants to help her with the transition.



Roberta is afraid her employer is going to find out that she is leaving the firm. Her BDO introduces her to a secure Onboarding Portal where she can communicate privately with her Schwab team.



Roberta collaborates with her Schwab support team to create a customized plan with key milestones and to-dos. Each day she makes progress on completing her tasks, aided by resources in the portal. She is feeling more and more prepared.



At times, Roberta is confused by the processes and terminology that Schwab uses. Luckily, the Portal contains resources that help make connections between Schwab's methods and the way her current firm operates.

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Roberta's firm has left the Broker Protocol and she can't bring any client data with her at any time. She is worried about how she is going to quickly open new accounts and transfer her clients' assets after she resigns. Fortunately, The Portal offers her a tool she can use to build model households to prepare for her transition.



On Friday afternoon, Roberta resigns from her old firm. She leaves feeling anxious but excited, and heads to her new office. She immediately logs into The Portal to upload her resignation letter and electronically sign the Investment Advisor Service Agreement (IASA). She is free!!



Roberta was worried her team might not be interested in coming with her. She is very happy when her operations manager, Linda, and the rest of her team decide to join her. The Portal provides a quick digital tour to help the team get oriented to the most immediate tasks they will need to perform.



Roberta wants to let her clients know that she has left her old firm as quickly as possible. She begins to collect contact information from publicly available sources for her most important clients using the household models she created previously.



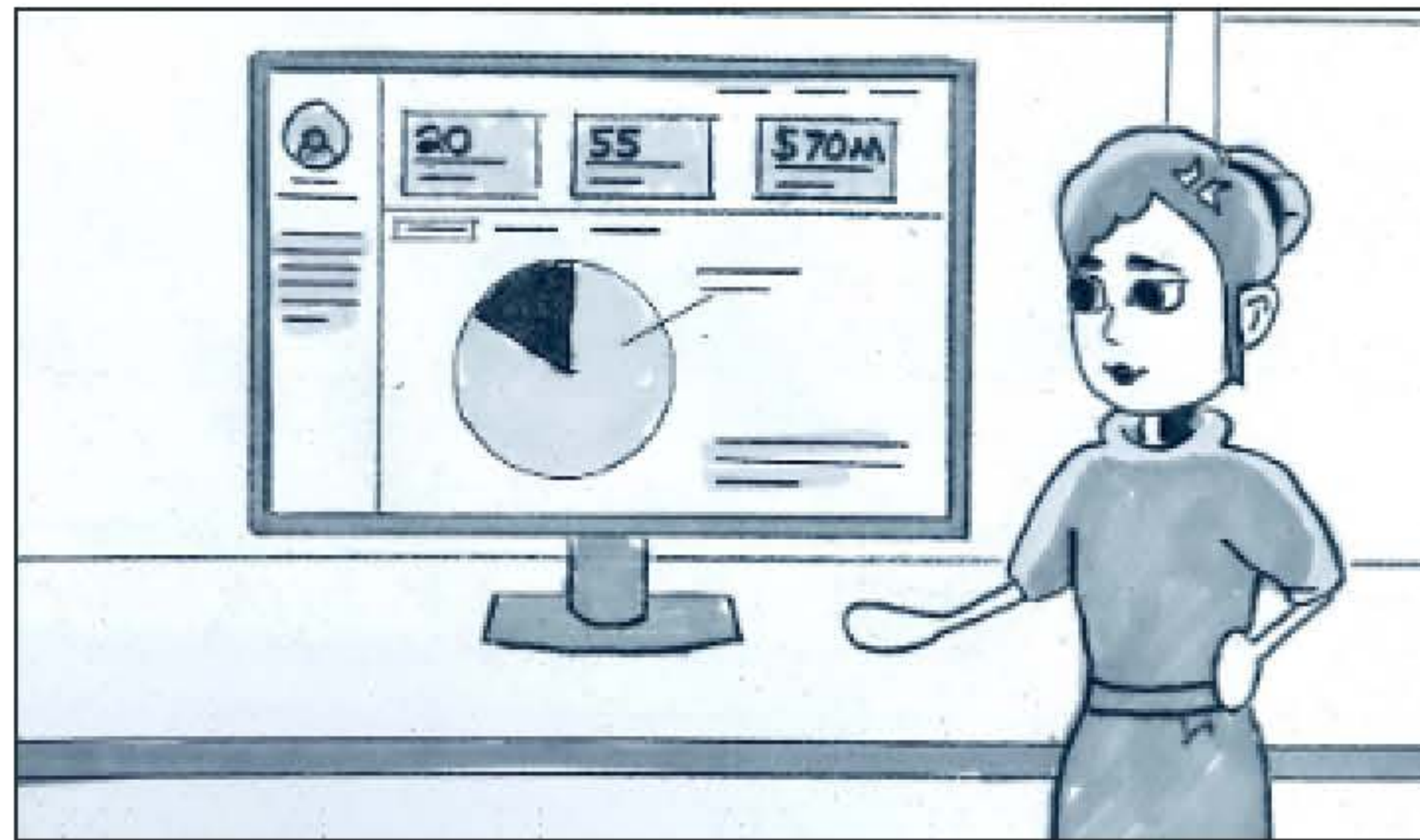
Roberta makes her first call to her top client, telling him that she has left the old firm. Joe states how much he values their relationship asks how he can follow her! She collects some additional information, including his cell phone and email, and that's it! She prepares for her next call feeling more confident.



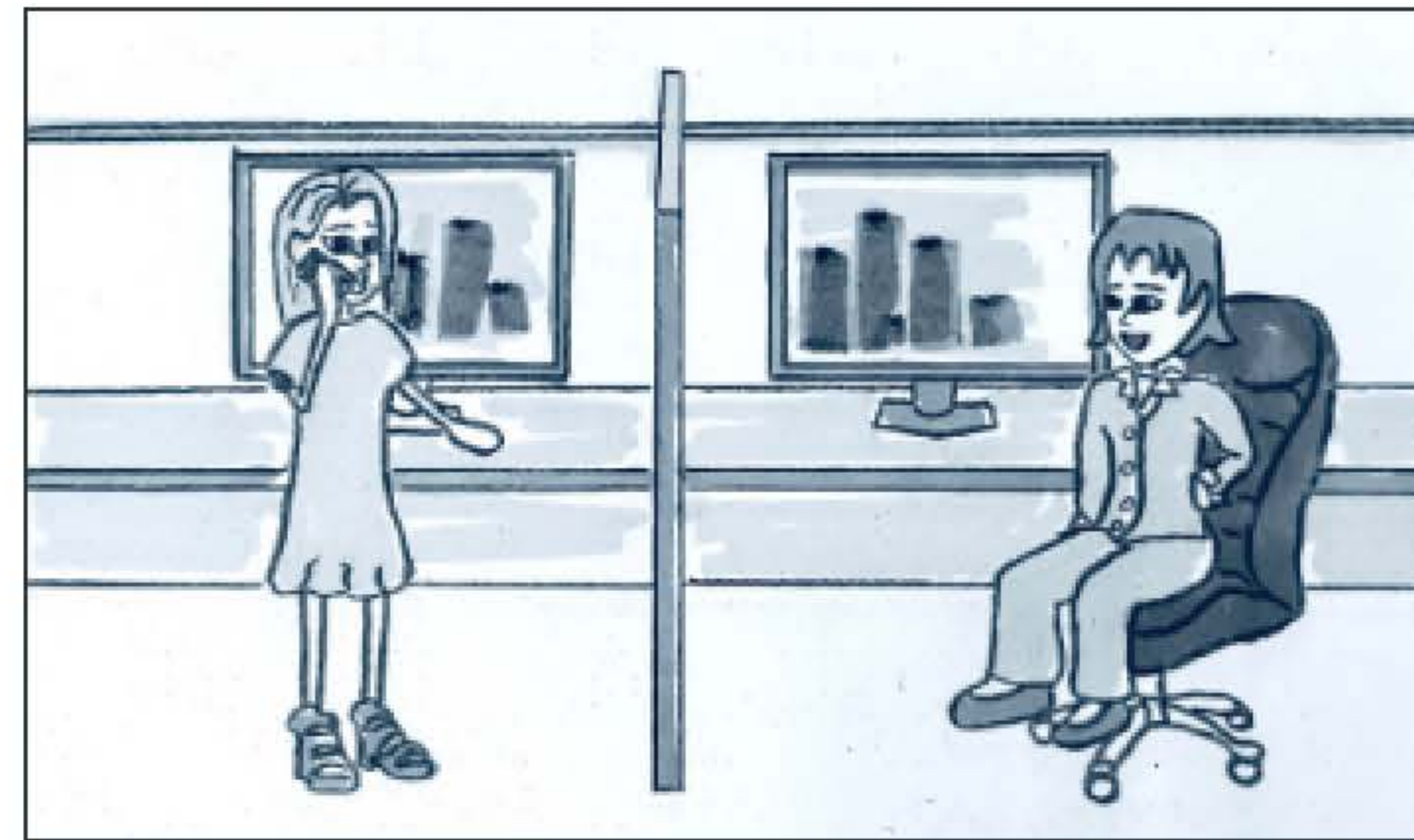
Joseph follows a link that Roberta emails to him. After authenticating, he reviews and updates his personal and account information before digitally signing and giving authorization to open his accounts at Schwab. As discussed with Roberta, the remaining trust documents will be sent to his admin to get notarized.

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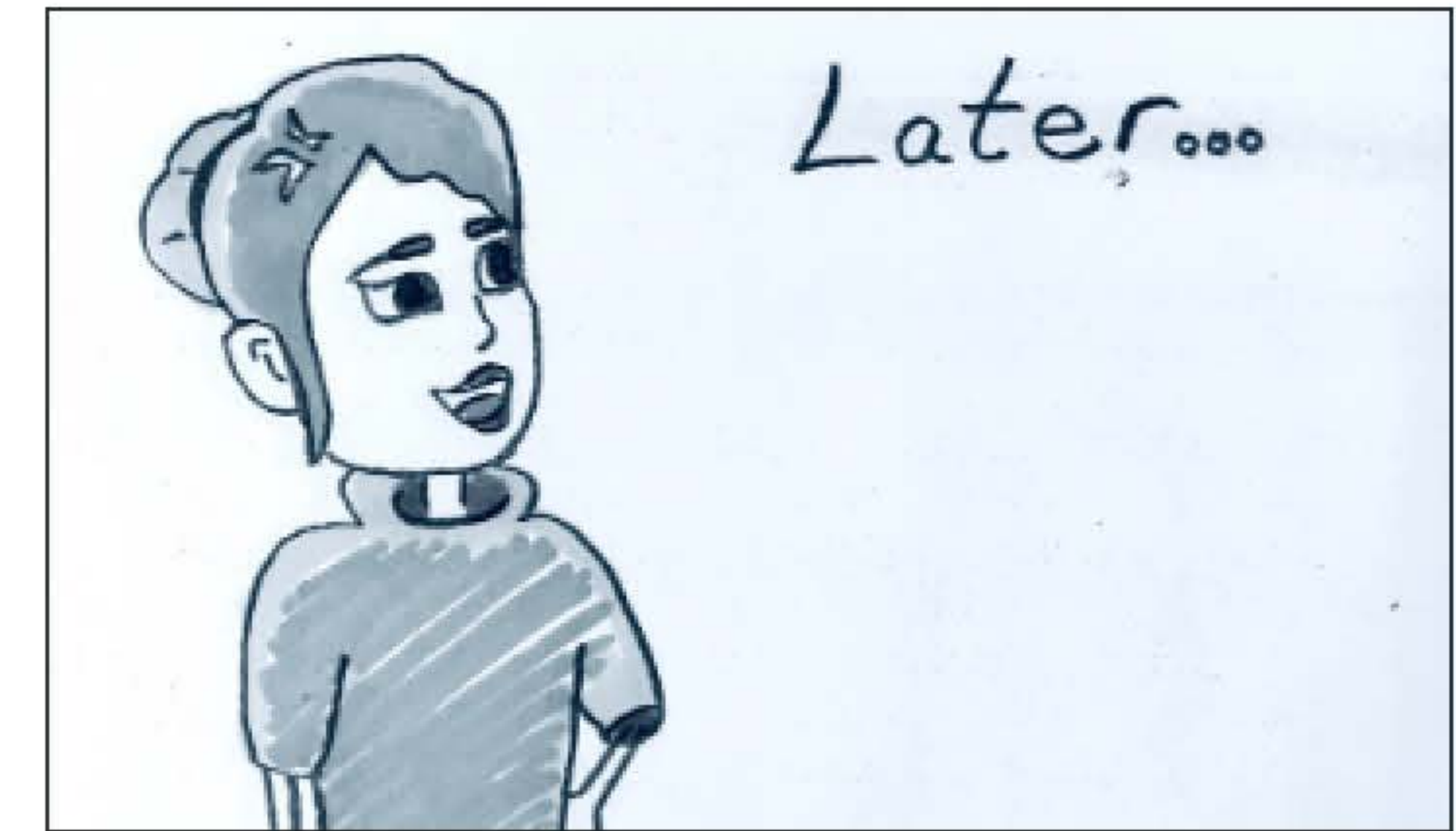
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Roberta continues to contact clients in priority order while watching her dashboard update. At the end of the weekend, she can see that 20 households want to come with them, over 50 accounts have been opened, and there is ~\$70M of assets set to be transferred to their firm. Her business is on its way!



The Portal allows Linda to assign households to each member of her team to make outbound calls to clients who have not activated their accounts. A scoreboard shows each team member's progress and inspires some healthy competition, actually making the transition fun!



Roberta is delighted. She is now able to provide the level of service to her clients that she has always dreamed of. She is on her way to winning more clients & assets than she expected and is feeling positive about the future.



Roberta and her staff still log into The Portal from time to time to onboard new clients, learn about Schwab offers, and to ask questions of the Community. They even respond to the questions of other advisors thinking about moving their business to Schwab.