

## What does independence look like?

Embrace freedom and transform your future as an RIA

Take control of your destiny. Join the growing number of advisors who are realizing the benefits of the independent registered investment advisor (RIA) model. Choose how to work with clients and determine the shape of your firm. As an RIA, you have the freedom to excel on your terms.

↑ 7.9%  
CAGR

Increase in RIA  
channel assets  
from 2007 to 2012

Compound Annual Growth Rate (CAGR)

Source: Cerulli Quantitative Update 2013.

Today, there are more options for independence—and more ways to succeed—than ever. Start a firm, join an existing business, or find something in between. It's time to explore the possibilities and create the life you want.

### RIA channel growth

The RIA model is clearly compelling. More than 10,000 advisors joined the channel from 2007 to 2012, including dually registered.<sup>1</sup> Assets increased 7.9% year over year in the same period.<sup>2</sup>

In the 2012 Advisors Turning Independent Survey, Schwab asked advisors working at large firms the main reasons they find the RIA model appealing. The responses share a common theme: Respondents want a bigger say in how their businesses are run.

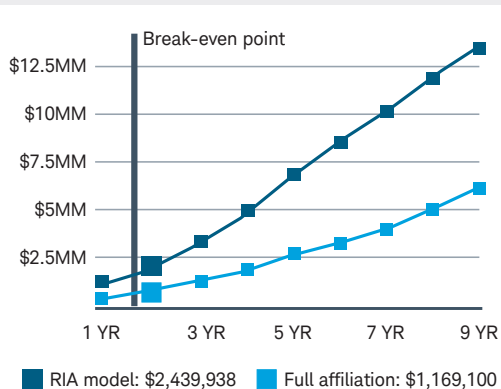
### Benefits of independence

Why are advisors flocking to the RIA model?

- **Autonomy:** You have the freedom to run your business as you choose.
- **Income potential:** You can keep up to 100% of the revenue you earn, and firm owners can build equity as the firm grows.
- **Client flexibility:** You are able to put client needs first and communicate with your clients in your own way.
- **Access to the right tools:** You can choose the technology and platform that best suit your needs. For example, you can keep everything in-house or outsource functions such as IT and compliance to help free up time for clients.

### What could you earn as an RIA?

Check out Schwab's RIA Economic Discovery Tool at [advisorservices.schwab.com/econtool](http://advisorservices.schwab.com/econtool) to evaluate how you might fare.<sup>3</sup>



Hypothetical example

“I don’t do anything unless it feels 100% right for me and my clients.”

—Dorie Fain  
&Wealth Partners

## Understanding the differences between RIA models

The advisor landscape is rapidly changing, and advisors have more options for levels of independence than ever before. But before making a decision, advisors should decide who they want to be.



### A seamless tradition

Regardless of the option you choose, Schwab can help you along the well-worn path to independence. We support more RIAs than any other custodian. We'll help you:

- Build a transition plan
- Set up your business and back office
- Transfer client accounts

And once you're up and running, Schwab's service team and in-house consultants are there to help you build a successful business with a growth strategy over the long term. Together, we can transform your future.

### Can I keep my commission business?

You can still enjoy the benefits of independence as an RIA without giving up your successful brokerage business. With the hybrid or dually registered model, you can offer advisory services as an RIA while keeping your commission-based business by affiliating with a third-party independent broker-dealer.

### Start exploring

Learn about the benefits of the RIA model, discover your options for independence, and find out how leading advisors have built successful RIA firms. Download our white paper at [advisorservices.schwab.com/DreamBig](https://advisorservices.schwab.com/DreamBig). Or contact a Schwab business development officer at 877-687-4085.

1. Cerulli Quantitative Update 2013, exhibit 4.05.

2. Cerulli Quantitative Update 2013, exhibit 4.02.

3. The Economic Discovery Tool (Tool) is intended solely for use by investment professionals. These assumptions and inputs may not reflect actual circumstances, and thus the Tool is inherently limited and intended for general informational purposes only. The simulated pro forma results do not reflect, and are not guarantees of, actual or future results. Your actual results may be materially different than those simulated. Schwab makes no warranty of the accuracy or completeness of the Tool or the simulated pro forma results and shall have no liability for your use of the Tool. The Tool is not intended to provide financial, investment, legal, tax, or regulatory compliance advice. You are urged to consult your own professional advisors.

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