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TIPS AND BEST PRACTICES FOR SUCCESSFUL IMPLEMENTATION OF WORKFLOWS

Having a documented workflow can help you organize tasks used to support client-interaction so each event is repeated the same way and all clients and prospects receive a similar customer experience. This package provides a foundational understanding about the New Account Setup workflow so you can assess if the processes you are currently using can be more efficient and systematic.

While this document focuses on helping you manage and streamline the account opening process, it also references service, tools, documents, and templates located on the Schwab Advisor Center™ website for advisors working with Schwab Advisor Services.

REGARDING CUSTOMIZATION

Preparation is the key to success. Because each firm is unique, take the time to analyze your current processes, compare them to the processes and resources in this package, and plan any customizations before implementing these workflow steps. The purpose of this workflow package is to help you understand best practices upon which you can build.

INTEGRATION WITH OTHER WORKFLOWS

Some workflows in the Schwab OpenView Workflow Library have relationships to or dependences on other workflows. For this reason, we recommend you download and implement all of the Onboard Client workflows along with the New Account Setup workflow to realize the fullest benefit.

GETTING ADDITIONAL HELP

The information in this document supports the workflow itself, not how to enter the workflow details into any of your firm’s software or systems. For help entering this workflow into your firm’s software applications, contact the software provider(s).
UNDERSTANDING THE NEW ACCOUNT SETUP WORKFLOW

The first step to understanding a workflow is to understand where it resides in the overall business process. This section shows how the New Account Setup workflow is organized, how it relates to other processes in the workflow series, and provides a view of the process in both graphical and checklist formats.

THE ONBOARD CLIENT WORKFLOW SERIES

The Onboard Client workflow processes will help you organize these and related tasks into easy-to-follow workflows that you can implement in your office, helping you streamline the process and improve customer satisfaction.

The Onboard Client process consists of three main workflow components:

- **Investment Plan Creation and Review Meeting** - This process contains the activities and tasks you will need to develop, present, and gain client approval of the financial plan.

- **Plan Implementation Meeting** – This process contains the activities and tasks you will need to prepare for a successful meeting in which the final details are agreed to and paperwork is signed.

- **New Account Setup** – This process contains the activities and tasks you will need to streamline and expedite the account-opening process with the online Schwab tools.

Important

This workflow package discusses only the New Account Setup process. Packages for other workflows in this series are addressed in separate documents on SchwabIntelligentTechnologies.com:

- Investment Plan Creation and Review Meeting
- Plan Implementation Meeting
NEW ACCOUNT SETUP PROCESS OVERVIEW

PROCESS DIAGRAM

For some, seeing the workflow as a diagram makes the process easier to understand. The diagram, or process map, provides a visual outline of the tasks organized by role and allows you to see the entire process end-to-end with interdependencies. This diagram serves as a best practice recommendation only. Adjustments may be needed to suit the needs of your firm.

New Account Setup Overview

Create New Account Request
NEW ACCOUNT SETUP PROCESS OVERVIEW

Approve New Account Request

- Review / Finalize Forms
- Feature or Preference Changes?
  - Yes: Update Forms
  - No: Sign Forms

Send New Account Request to Schwab Advisor Services

- Scan and File Copy of Forms
- Fax Signed Forms to Schwab Advisor Services

Update Status: Payerwork Received
- Not in Good Order and Suitability Review
  - Yes: Update Status: Account Not In Good Order
  - No: Update Status: Account Open Restrictions Removed

Mail Client the Account Confirmation Letter
- Account is Funded
### NEW ACCOUNT SETUP PROCESS OVERVIEW

<table>
<thead>
<tr>
<th>Advisor</th>
<th>Validate New Account</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Review Status to Confirm Account is Funded</td>
</tr>
<tr>
<td></td>
<td>Review Account Status at Next Client Review Meeting</td>
</tr>
<tr>
<td></td>
<td>End</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Client Service Associate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validate New Account</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Schwab Advisor Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validate New Account</td>
</tr>
</tbody>
</table>
NEW ACCOUNT SETUP PROCESS OVERVIEW

HIGH-LEVEL PROCESS CHECKLIST

The New Account Setup process checklist displays the workflow tasks in a checklist format rather than a process map or diagram. The checklist helps you focus on gathering all the information required to complete the workflow effectively. This checklist serves as a best practice recommendation only. Adjustments may be needed to suit the needs of your firm.

<table>
<thead>
<tr>
<th>STEP</th>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document/record new account request</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>For accounts funded by a transfer of assets (TOA), use the Account Transfer Tool on Schwab Advisor Center to determine if the assets can be transferred to Charles Schwab &amp; Co., Inc.</td>
<td>Advisor</td>
</tr>
<tr>
<td>• If assets are suitable for transfer, approve transfer</td>
<td></td>
</tr>
<tr>
<td>• If assets are not suitable for transfer, follow up with client to discuss options</td>
<td></td>
</tr>
<tr>
<td>For approved account transfers and accounts funded by cash/ACH, open Laser App and select the correct form package for the account registration requested.</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>Launch Laser App, select and complete the form package, and send to the advisor for approval.</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>Approve forms or send back to client service associate for corrections, if applicable</td>
<td>Advisor</td>
</tr>
<tr>
<td>For accounts that can be opened online, validate using Laser App; after final approval, validate and submit forms via Laser App</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>Print forms for all requests</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>Present forms to the client for final reviews, corrections and signature</td>
<td>Advisor / Client</td>
</tr>
<tr>
<td>Scan/copy the forms, fax to Schwab Advisor Center, and keep a copy on file</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>Schwab Advisor Center reviews the forms and either approves or sends them back for correction</td>
<td>Charles Schwab &amp; Co., Inc.</td>
</tr>
<tr>
<td>Review alerts on Schwab Advisor Center for updates on status</td>
<td>Client Service Associate</td>
</tr>
<tr>
<td>Once the account is open and funded, schedule review of new account during next client review meeting</td>
<td>Advisor</td>
</tr>
</tbody>
</table>

High-Level Process Checklist
ADDITIONAL RESOURCES

For guidance on building your business and generating leads, visit the Schwab Advisor Center website. The Marketing and Business Development section contains a rich selection of tools, resources, and articles to help you build your practice. Click on the Resources tab, then the Tools & Templates tab to find helpful resources, including:

- Talking points to help you feel comfortable asking a current client for a referral, discuss life stages, and other tough issues facing Advisors
- Worksheets to help you segment your clients, identify your ideal client, assess the client referrals you have already received, and plan for new ones
- Tips, best practices, checklists and worksheets to help you create effective marketing materials and creative briefs, pitch books, and other materials
- Communication tools to help you create websites, newsletters, thank you notes, and surveys
- Case Studies to help you better understand business-building techniques and decide the ones that work best for your firm.

Find all these resources along with many other tools and ideas in the Practice Management section on the Schwab Advisor Center website. To find these resources, log in to the website and navigate to the Resources tab in the Marketing and Business Development section.

In this package, a few tools and templates are highlighted that you might find helpful for the workflow documented in this packet, including

- **Building Client Relationships Through Effective Communications** starting on page 8 – Learn more about ways to communicate with your clients.
- **Processes for Bringing New Clients Onboard** starting on page 9 – Learn more about cultivating a positive relationship with a new client.
- **Laser App® Software** starting on page 10 – Learn more about using the Laser App software to streamline the account open process at Schwab Advisor Services
BUILDING CLIENT RELATIONSHIPS THROUGH EFFECTIVE COMMUNICATIONS

In the section below, the supporting documentation referenced is located on the Schwab Advisor Center website.

You can communicate many ways with your clients. Understanding the most effective ways and how to use them at the right times is the key to a successful relationship.

In the document Building Client Relationships Through Effective Communications understand the many ways to communicate with clients as well as some of the most critical points in the relationship.
ADDITIONAL RESOURCES

PROCESSES FOR BRINGING NEW CLIENTS ONBOARD

In the section below, the supporting documentation referenced is located on the Schwab Advisor Center website.

The first few months of your relationship with a new client is a critical time in establishing the tone of the relationship.

In the document Processes for Bringing New Clients Onboard learn about key points in the first few months of a relationship with a new client that could be critical moments and how to prepare for them.
LASER APP® SOFTWARE

Using Laser App desktop software, you can open accounts in any of the registrations on the Schwab One Personal & Trust and IRA account applications. To find more information on Laser App and how it integrates with the Schwab Advisor Center website, log in to the website and navigate to the Account Servicing section on the Client Resources tab. You can also read the Streamlining Account Paperwork with Laser App® and New Schwab Tools document for more information.