

What does independence look like?

Embrace freedom and transform your future as an RIA

Join the ever-growing number of advisors who have realized the benefits of the independent registered investment advisor (RIA) model. Take control of the direction of your business. Determine how you want to work with clients. And choose from an unprecedented number of options for support. As an RIA, you have the freedom to call the shots and excel on your terms.

↑ 65%

Median growth in RIA assets under management from 2012 (\$358 million) to 2016 (\$593 million)¹

Today, there are more ways to go independent than ever before. Start a firm, join an existing business, or find something in between. It's time to explore the possibilities and build the future you want, your way.

RIA channel growth

The RIA model is clearly compelling. More than 16,000 advisors, including those who are dually registered, joined the channel from 2011 to 2016.³ Assets increased 11.7% year-over-year from 2012 to 2016.⁴

A Schwab survey asked advisors working at large firms the main reasons they find the RIA model appealing. The responses share a common theme: Respondents want the ability to shape their business and serve their clients as they see fit.⁵

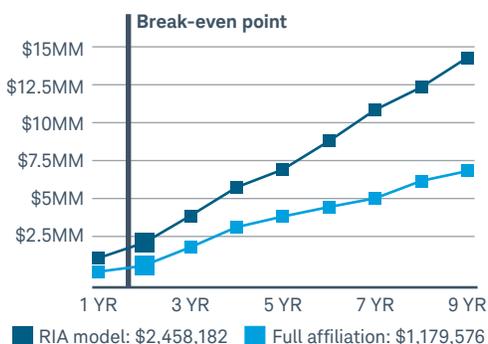
Benefits of independence

When advisors who recently started or joined an RIA firm were asked why they made the move, they cited these top five advantages.⁶

- **Client focus:** The freedom to do what's best for your clients.
- **Personalized service:** The ability to create a more personalized experience for your clients.
- **Autonomy:** The satisfaction of working for yourself and having control over how you run your business.
- **Business value and equity:** The equity you can build in your firm through your effort and investment.
- **Branding:** The opportunity to create your own brand and truly position your firm to target the right clients.

What could you earn as an RIA?

Check out Schwab's RIA Economic Discovery Tool at advisorservices.schwab.com/econtool to evaluate how you might fare.²



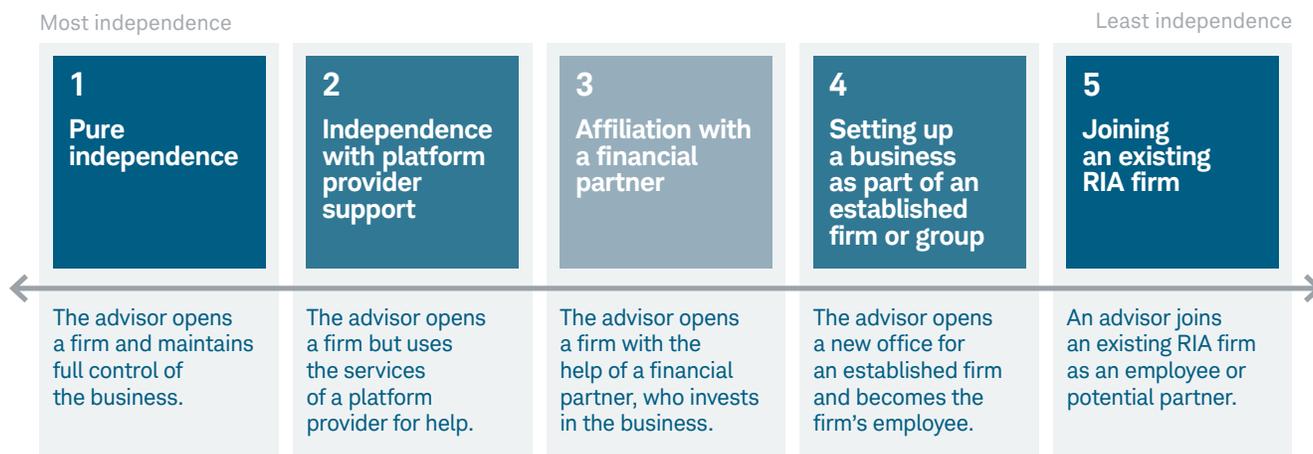
Hypothetical example

“It’s really about the freedom to make decisions—not only for the business, but for your clients.”

—Colin Higgins, President, Golub Group

Understanding the differences between RIA models

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



Transition support

Regardless of the option you choose, Schwab can guide you along the well-worn path to independence. We'll help you create a business strategy, build a transition plan, and 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 business with a growth strategy over the long term. Together, we can transform your future.

Schwab Advisor Services™ is the leader in RIA custodianship. More independent investment advisors of all types and sizes work with and entrust more assets to Schwab than to any other custodian.⁷ And as an industry pioneer, Schwab has a longtime commitment to—and vision for—the RIA channel.

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 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/exploringindependence. Or contact a Schwab business development officer at 877-687-4085.

1. 2017 RIA Benchmarking Study from Charles Schwab, January–March 2017. Median results for all firms with \$250 million or more in assets under management (AUM). Study contains self-reported data from 1,321 firms and was not independently verified. Participant firms represent various sizes and business models categorized into 12 peer groups—7 wealth manager groups and 5 money manager groups—by AUM size. Past performance is not an indicator of future results.
2. The Economic Discovery Tool (Tool) is intended solely for use by investment professionals. The Tool simulates the pro forma financial results of various hypothetical scenarios for establishing, operating, joining, and/or selling an investment advisory practice or firm and compares those simulated outcomes to various alternatives. The scenarios and alternatives covered are not exhaustive and may not be representative of those you actually encounter. Moreover, the simulated pro forma results are materially dependent on various assumptions and inputs, some of which are made and specified by you and some of which are static. 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 from 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.
3. *The Cerulli Report: Intermediary Distribution 2017*, Exhibit 2.05.
4. *The Cerulli Report: Intermediary Distribution 2017*, Exhibit 2.07.
5. Charles Schwab Advisors Turning Independent Survey, 2018.
6. *Ibid.*
7. Cerulli Associates company reports and Charles Schwab strategy estimates, December 2017.

Third-party firms and representatives are not affiliated with or employed by Charles Schwab and Co., Inc., and mention of them should not be construed as a recommendation, endorsement, or sponsorship by Schwab.

Schwab Advisor Services™ serves independent investment advisors and includes the custody, trading, and support services of Charles Schwab & Co., Inc. (Schwab), member SIPC. Independent investment advisors are not owned by, affiliated with, or supervised by Schwab.