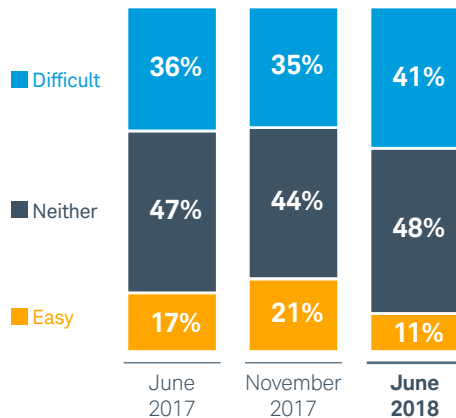


# Advisors stay focused on the future in spite of market volatility concerns

Schwab's poll of more than 600 independent advisors provides a snapshot of their perspectives on the markets and their businesses

## Advisors expect greater challenges meeting client goals compared to 2017

Achieving client goals in current investment environment



"As the market cycle grows older and volatility returns, advisors' concern about client portfolios and the ability to meet investing goals is understandably on the rise. However, daily market moves are not the primary focus for most advisors whose time is increasingly shifting to addressing clients' personal well-being in a more holistic sense."

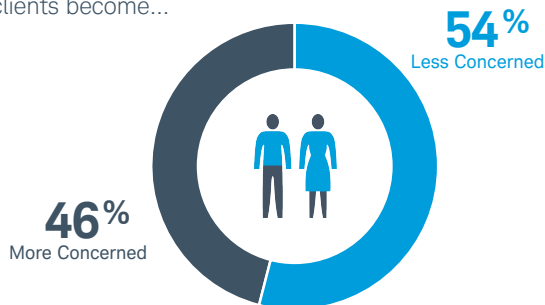
### Bernie Clark

Executive Vice President  
and Head of Schwab Advisor Services

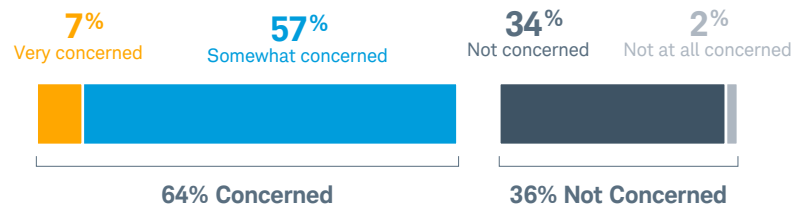


## Investors have mixed reactions to recent market swings

With each market swing, advisors' clients become...

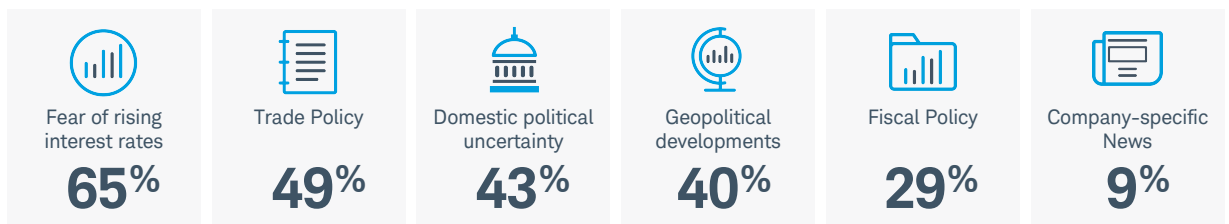


Client sentiment toward ongoing volatility



## What's driving volatility? Concerns about rising interest rates

What's behind recent market volatility



The Schwab Advisor Services Independent Pulse is an online poll conducted for Schwab Advisor Services by Koski Research. Koski Research is not affiliated with nor employed by Charles Schwab & Co., Inc. The study has a +/- 3.2 percentage point sampling error at the 95% confidence level. All data are self-reported by study participants and are not verified or validated. The study was conducted from April 26 to May 8, 2018.

charles  
SCHWAB

Own your tomorrow

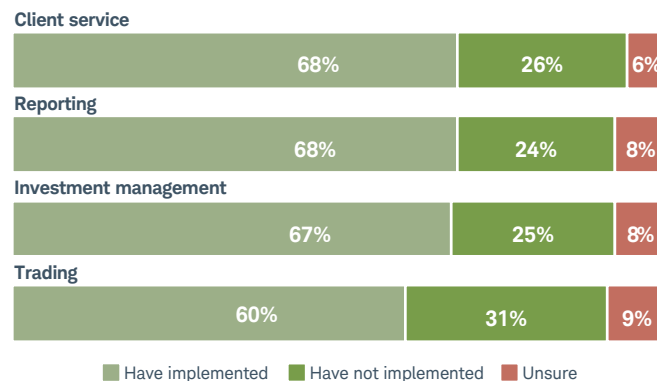
## Advisor business strategy remains steadfast despite market turbulence...

Impact of continued market swings on business decisions

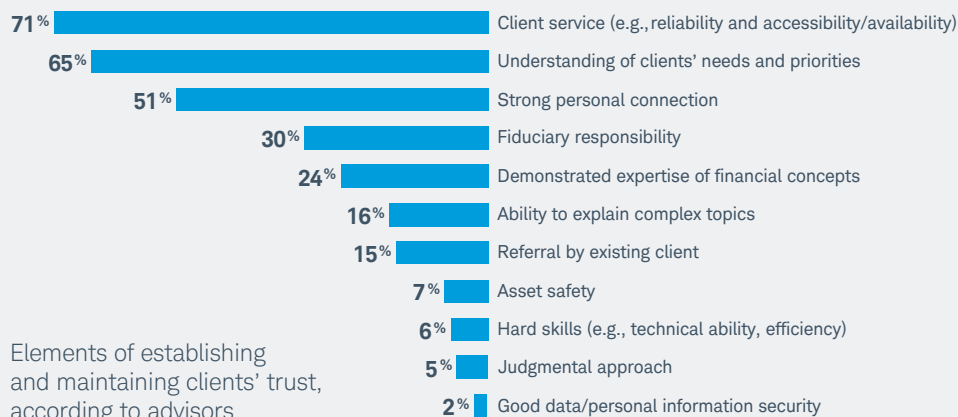


## ...and advisors continue to implement operational efficiencies and processes to improve client experience

Implementation of consistent workflows over the past 12-18 months



## In volatile times, clients' trust is more important than ever



"For the past decade, advisors have invested in the infrastructure and processes that empower them to double down on a customized and highly responsive approach to client management. They recognize that consistency, reliability, understanding and strong personal connections are foundational to building long-term working relationships with clients, and this approach has prepared them well for a challenging market environment."

**Bernie Clark**  
Executive Vice President  
and Head of Schwab Advisor Services

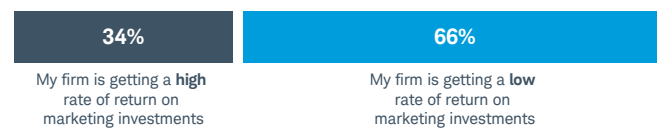
## Where should advisors turn their attention next? Maximizing the impact of marketing and sales

"Many advisors tell us they feel challenged when it comes to developing and executing marketing strategies that drive new asset growth. Yet we know that robust marketing efforts are a critical component of success among top-performing firms, enabling them to flourish in a range of market conditions. Thoughtful marketing strategies have the power to unlock the next phase of growth for many firms, and we plan to work with advisors to help them uncover the right approaches for sustainable and strategic expansion."

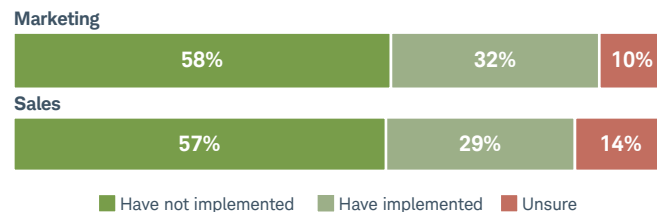
**Jonathan Beatty**  
Senior Vice President  
Sales and Relationship Management  
Schwab Advisor Services



Advisors struggle to get a high return on marketing efforts



Most advisors have yet to implement consistent marketing and sales workflows



Schwab Advisor Services™ serves independent investment advisors and includes the custody, trading, and support services of Schwab. Experiences expressed are no guarantee of future performance or success and may not be representative of you or your experience.

© 2018 Charles Schwab & Co., Inc. (Schwab). All rights reserved. Member SIPC. (0618-8Z3W)

charles  
SCHWAB

*Own your tomorrow*