Bridge to Independence
The Seamless Solution to Becoming an RIA

A comprehensive suite of resources, services, and tools to guide you through a smooth transition
# The Myths and Realities of Becoming an RIA

<table>
<thead>
<tr>
<th>Myth</th>
<th>Reality</th>
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<tr>
<td>My clients won’t follow me when I make the transition.</td>
<td>Advisors who transitioned to the RIA channel in 2013 saw 91% of their targeted assets transfer with them.¹</td>
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<td>I will make less money.</td>
<td>77% of advisors who moved to an independent business model said they were better off financially.²</td>
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<td>I won’t have the technology I need to run my business.</td>
<td>TD Ameritrade Institutional’s advanced trading and account management platform serves as a hub that connects and optimizes your technology. Its open access design means you can choose and then easily integrate the best technology the RIA industry has to offer.</td>
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<tr>
<td>I will have to give up my securities licenses, commission business, and trails.</td>
<td>Many advisors prefer a fee-only model, while others operate as a hybrid by establishing their own RIA and maintaining their commission business through an independent broker-dealer. We can help you evaluate your options, and then, whatever you decide, help you get up and running smoothly.</td>
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Bridge to Independence
Your step-by-step guide to becoming an RIA

TD Ameritrade Institutional’s Bridge to Independence program makes it easier for you to become an independent Registered Investment Advisor (RIA).

We begin by learning your goals and ambitions, and then build a flexible program to help you reach them. The first step is determining the right path for you. Next, we guide you through a structured process that is customized to meet your specific needs, designed to make your transition straightforward and smooth, and minimize client disruptions.

During every phase of your transition, we work closely with you—sharing best practices, answering your questions, and standing by your side. Whether you want to start a firm, join a firm, or operate as a hybrid, you can count on us to provide objective guidance to help you ramp up and grow.

A comprehensive program tailored to one set of needs. Yours.

We’ve helped thousands of advisors make successful transitions. Our experience, insights from advisors, and straightforward approach take much of the guesswork out of transitioning, to help ensure your business reflects the vision you set out to build for yourself and your clients.
1. Choose Your Path

You have the power to choose what’s right for you. You can start a firm, join a firm, even maintain a commission business if you want. We help you evaluate your choices and decide the right path.

- Understand what the RIA model offers, and the value of the fiduciary standard.
- Evaluate your choices and determine if starting your own firm or joining an existing firm is the right approach for you.
- Examine your commission business, evaluate operating as a hybrid RIA, and, if needed, identify the right broker-dealer to meet your needs.
- Conduct a financial analysis and forecast your earning potential.
- Develop a strong business plan.
- Set a start date.

2. Structure and Set Up Your Business

When you’re planning and setting up your business, we help you gain access to every service you need, from legal and taxes to selecting phone systems, technology, investment platforms, even office furniture.

- Secure legal counsel. Get expert guidance through departure, and more.
- Establish legal, tax, and ownership structure.
- Understand compliance and insurance needs.
- Find and implement the most appropriate technology to maximize efficiency.
- Receive expert training on our systems.
- Select your ideal investment platform.
- Locate and set up your office.
- Address compensation and staffing needs.
- Receive valuable introductions to top advisors, as well as to top RIA firms.
- Develop branding and a marketing plan.

3. Transition Your Clients

A productive first day requires a successful transition. Account and asset transfers, client communications, and other logistics can all go smoothly with the dedicated support from our Business Transition Services team.

- Build your customized transition plan. You will have a dedicated team to help you every step of the way.
- Contact your clients. We can work with you to help you organize your client account information and critical client paperwork.
- Move your accounts. We have transitioned thousands of advisors. This experience helps ensure that new accounts are established quickly and efficiently.
4. Manage Your Business for Success

Once you’re up and running, our support doesn’t stop. We provide ongoing consultative support, as well as tools and resources to help ensure that your business thrives.

- Gain technology efficiencies with our highly acclaimed open access technology platform.
- Deliver a world-class client experience. Learn strategies to maximize your team’s performance, establish processes to help elevate your clients’ experience, and grow your business.
- Leverage our practice management experts to develop a client acquisition and business growth plan. Receive consultative assistance and access resources designed specifically for RIAs.
- Gain insights on trends, network with advisor peers, and hear from renowned world and business leaders at our state-of-the-art conferences.

Reaching independence is easier when you have the right support.

Becoming an RIA is a big step—one that the majority (94%) of advisors say they’re very glad to have taken. Of course, every financial advisor who is considering the RIA model is different, with different goals, ambitions, and needs. Their questions are different, too: Will clients follow me? How do I transition thousands of accounts? Do I have to start my own firm to become an RIA? For these reasons, our customized process was designed to be totally flexible, and able to help you at any point.

Our Bridge to Independence program was created to assist you, support you, and provide a tailored way to meet your specific needs, ambitions, and business vision.

From the moment you determine that you want to make a change, TD Ameritrade Institutional is committed to you every step of the way.

The right time to start could be right now.

LEARN MORE 800.934.6124 tdainstitutional.com

2Envestnet, Compendium of Industry Trends, April 2014.

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