SCHWAB PERFORMANCE TECHNOLOGIES®

GETTING THE MOST OUT OF SCHWAB ADVISOR MOBILE CONNECT

charles SCHWAB

GETTING STARTED

Congratulations on adding the Mobile Connect app to your business. You've taken an important step toward delivering a more dynamic, effective client experience. This guide is designed to help you get the most out of your investment with ideas that will build interest in your new app and create momentum among your clients.

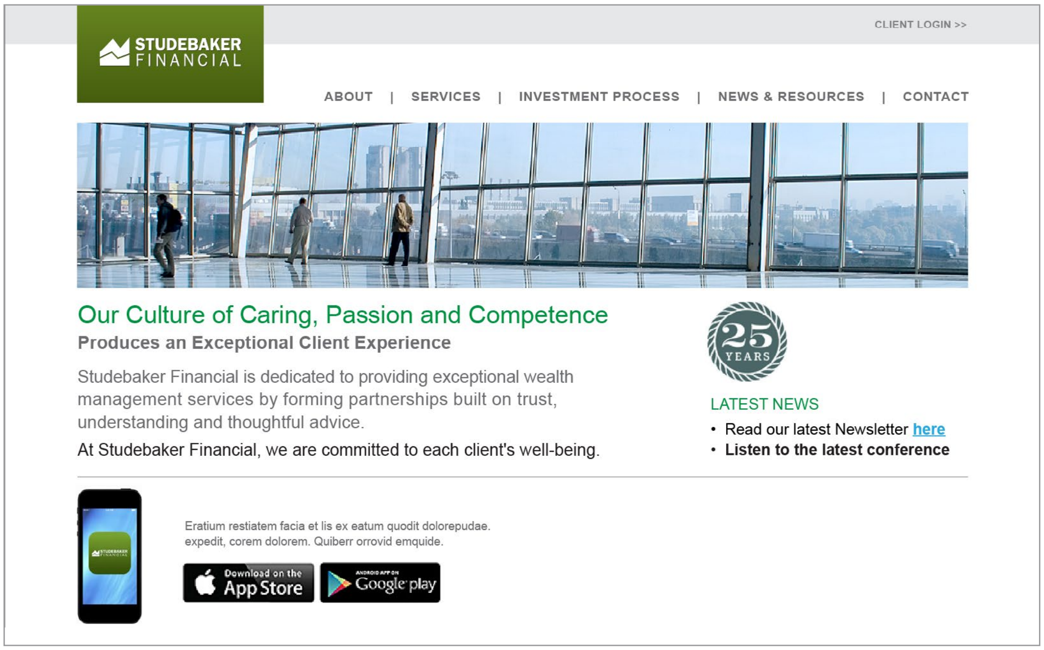
Get to know the app:
Encourage your own team members to download the app and explore its functionality so they are better able to communicate the benefits to your clients.

Start with tech-savvy clients:
Invite tech savvy clients to be the first to try your new app, then use their insights to craft your presentation for other clients.

Create Buzz

- Post an ad announcing your new mobile app on your website;
- Write a blog post about your firm's entry into the mobile space;
- Announce the availability of your new mobile app on social media;
- Hand out an informational sheet and do a demo of the app at your client meetings;
- Download the app and login during client meetings for a one-on-one demo;
- Add "find on iTunes and Google Play™" to your business cards

Customize the app with your unique messaging and keep clients engaged with the latest news and real-time account information.



STAY CONNECTED WITH YOUR CLIENTS

Your mobile app strengthens your client relationships by allowing you to instantly share original content and messages tailored to your clients' interests.

Create an integrated marketing strategy:
Make sure your mobile posts are coordinated, sharing a strategy and focus with your blogs, newsletters, and other marketing communications from your firm.

Keep your content fresh:
Establish a schedule for updating news or tips, and post new content frequently to keep clients engaged.

It all comes together in your mobile app

- Your own original content
- The latest news and insights from your firm
- Instant access to your social media posts
- Live links to your website
- Market updates and real-time account information

STAY CONNECTED WITH YOUR CLIENTS (CONT)

The talking points that follow have been prepared for you to review and tailor to meet your goals. They are intended as a starting point to give you practical ideas about adoption and awareness.

Ideas for engaging prospects

Reinforce your reputation by inviting prospects to download your mobile app from the app store so they can get to know your firm better.

First, remind prospects about the convenience of mobile apps:

- "We know how important it is for you to stay connected, and that mobile access to your account information is part of your decision when selecting an advisor."
- "We have a mobile app designed exclusively for use by our clients. I want to invite you to download it now, as I think it will help you stay in touch with us while you are deciding if we are the right firm for you."
- "We want all of our clients to have access to the information they need, when and where they need it. That's why we offer a dedicated app to use with your mobile phone or tablet."

Next, provide some compelling details:

- "Download the app any time: it's a great way to learn more about our firm. We keep it updated with our latest market commentary/blog/today's market updates. And once you become our client, you can use it to view real-time account information and take advantage of other convenient features."

Finally, invite prospects to take the next step:

- "It's easy to get started: just search for our firm's name in the Apple App Store or on Google Play™, then download the app to your mobile device. Please call us with any questions, and we look forward to speaking with you again soon!"

GIVE NEW CLIENTS A GREAT WELCOME

Be sure to make an invitation email part of your firm's onboarding process. In addition to offering new clients your mobile app to access insights and information directly from your firm, remind them to sign up for access to Schwab Alliance– which gives your clients additional tools to perform transactions directly with Schwab as their custodian.

First, remind new clients about the importance of mobile account access:

- "You are probably already using mobile technology to review your financial information. That's why we offer our own dedicated mobile app to provide you with 24/7 access to the resources and information you need, when and where you need it."
- "Take a few moments today to set up online and mobile access to your accounts so you can take advantage of all the tools and resources we offer."

Next, provide some details about your app's features:

- "Once you download our mobile app, you'll be able to get the latest market updates, see news and financial commentary as it happens, and get in touch with us at any time."
- "Use your unique credentials to securely log in to our mobile app so you can view real-time account balances and information."
- "Be sure to download the Schwab Mobile Application* – it works together with our app to help you complete transactions such as check deposits and wire transfers for your Schwab account, directly from your device."

Finally, invite new clients to set up mobile account access:

- "To get started, just search for our firm's name in the Apple App Store or on Google Play™, then download the app to your mobile device."
- "You will then receive a separate email with instructions on setting up secure login credentials to access your Schwab accounts using our mobile app."

* The Schwab Mobile is provided by Charles Schwab & Co., Inc. ("Schwab"), not by us, and is separate from our mobile app. We are independent of, not affiliated with, and not supervised by Schwab. We provide you with investment advisory services, while Schwab acts as your broker-dealer and custodian of your account(s). When you use our mobile app, we may display information about your account at Schwab, but you are interacting with us. When you use the Schwab Mobile Application, you interact directly with Schwab.

HELP CURRENT CLIENTS GET THE MOST FROM YOUR APP

Before initiating contact, review client usage through the Schwab Advisor Mobile Connect advisor customization portal, and then send a reminder email to clients who have not yet downloaded or used your app.

First, reinforce your commitment to client service:

- "You are a valued client. Our regularly scheduled meetings will always be important, but we also want to make sure you have easy access to your investment information and the latest market updates."
- "We believe it's important for all investors to have access to relevant, timely information about their investments. Today's mobile apps make it easier than ever to do this."

Next, introduce and position your new mobile app:

- "That's why we're so excited to offer you our new mobile app that provides instant access to our latest news along with real-time information on all your Schwab accounts."
- "This new app complements your existing Schwab Alliance** account access, and puts our firm's latest market commentary at your fingertips, any time, from anywhere."
- "You will be able to use our app to view your Schwab brokerage account and stay up-to-date with our latest updates, financial planning ideas, and market perspectives."

Finally, invite existing clients to download your mobile app:

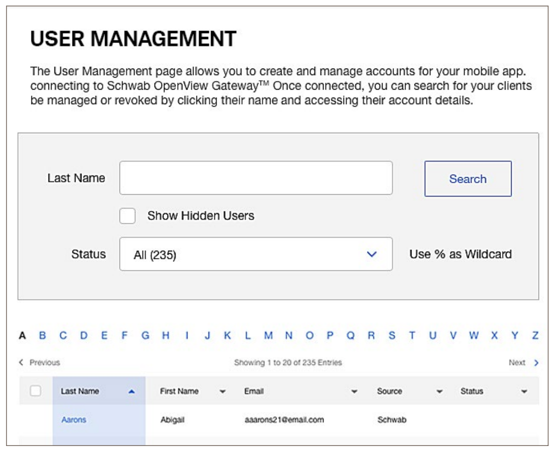
- "To get started, just search for our firm's name in the Apple App Store or on Google Play™, then download the app to your mobile device."
- "You will then receive a separate email with instructions on setting up secure login credentials to access your Schwab accounts using our mobile app."

** Schwab Alliance is a website of Charles Schwab & Co., Inc. ("Schwab") and is separate from our mobile app and website. We are independent of, not affiliated with, and not supervised by Schwab. We provide you with investment advisory services, while Schwab acts as your broker-dealer and custodian of your account(s). When you use our mobile app, we may display information about your account at Schwab, but you are interacting with us. When you use Schwab Alliance, you interact directly with Schwab.

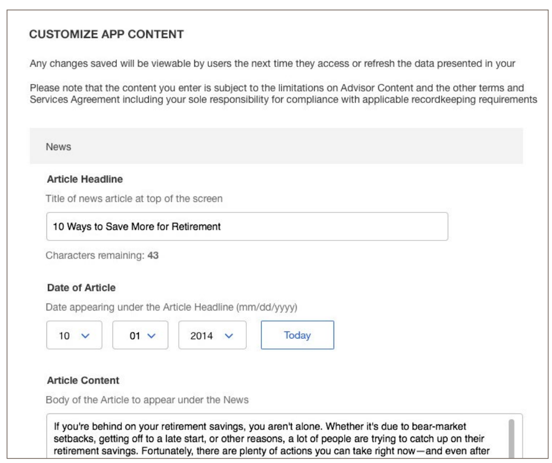
CREATE THE CLIENT EXPERIENCE THAT FITS YOUR FIRM

With Mobile Connect, you're in the driver's seat. You decide which information you want to share, and you control when and where your clients have access to that information. Be sure to take advantage of the Advisor Customization Portal to make the client experience uniquely yours.

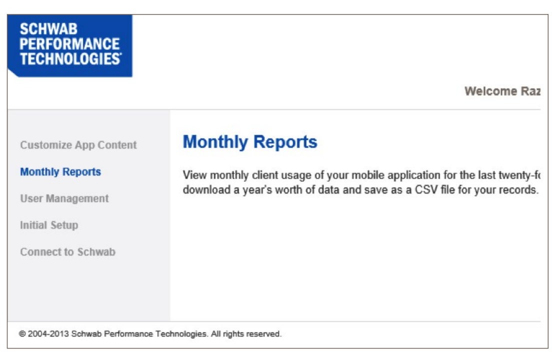
Use the User Management to invite clients or prospects to use the app



Use the Customize App Content to publish new content



Use the Monthly Reports to track adoption across users



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