

The Schwab franchise model

Explore the
landscape of
opportunity

Tested and trusted, a Schwab franchise could open up a world of possibility for your business. Explore the contours of a model built to support your path to potential growth.

Ownership and control

With franchise ownership and your own branch territory, you get your market's new account lead flow and exclusive marketing rights. Control your business growth strategy and how you build a team to pursue it.

\$55.5M

Average annual net-new assets of Schwab franchises.¹ Franchise owners keep the long-term value these assets create.

Support for scale

Pursue operational scale by tapping into our award-winning service model and specialist support, including Franchise Market Leaders, Franchise Marketing Consultants, and Partner Support.

24/7

One-stop support for all client service needs, including transactions, account changes, and guidance on trading execution.

Modern wealth
management

Support clients' full financial lives with a wide range of financial products and services, including financial planning, estate planning, robo-advisor solutions, and robust trading platforms.

130+

Investment models available to help you meet clients' unique needs.²

Revenue streams

Unleash multiple revenue streams by serving a diverse client base and giving clients more choice: planning and investing with an advisor, automated investing and personal guidance, and self-directed managing and trading.

\$113M

Average total assets per independent branch after one year. Schwab franchise owners earn on the asset base and not on select investment types.³

Next-gen appeal

Connect with a broad spectrum of investors through a transparent revenue-share model and a service model that you can scale as your needs evolve.

Nearly 1/2

of new-to-retail households are ages 41 or younger.⁴

Transition and beyond

Hit the ground running with experts to help you find the right location, handle the real estate details, and smoothly transition your independent practice.⁵ Then work with the Schwab Franchise Practice Acquisition Support team to explore your opportunities for inorganic growth.

80%–85%

of financial advisors' existing books of business typically transition within the first six weeks.⁶

Take the next step

Talk with a Business Development Director to discuss how the Schwab franchise opportunity could be transformational for your practice. All conversations are confidential.

Contact us [online](#) or call 877-520-6470.

1. Period 2020. 24 of 62, or 39% exceeded the average. New franchise results may differ.

2. As of December 22, 2020. Includes models within Schwab's proprietary managed investment services, including Schwab Managed Portfolios™, Schwab Intelligent Portfolios®, Windhaven® Strategies, ThomasPartners® Strategies, and Wasmer Schroeder Strategies.

3. Period 2020. 28 of 63, or 44% branches exceeded the average. New franchise results may differ.

4. Period 2020. Based on New to Independent Branch Household Profile, first three months of tenure.

5. Some advisors may have nonportable books of business or are restricted by previous employment agreements.

6. As of December 18, 2020. Schwab internal data based on Independent Branch Leaders who had a practice that could be transitioned.

This advertising, and the franchise sales information within it, is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, or if you wish to operate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with any applicable pre-sale registration and disclosure requirements in that state.

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AHA (0521-1N6B) (03/21)