RIAConnect®
Make connections to move your firm forward.
Make the right connections.

RIAConnect is an online community and matching tool that makes forming strategic relationships easier than ever.

Whether you’re considering acquiring or merging, succession planning, or hiring new talent, joining the RIAConnect community can help.

The advanced technology and proprietary algorithm matches firms and individuals with mutual goals or needs. It allows you to connect anonymously, online, and at no cost.
For firms exploring opportunities to buy, sell, or merge with other firms to support their strategic goals

Make connections to grow and enhance your business.

Firms continue to pursue their interest in inorganic growth to develop their businesses, support succession planning, and bring on staff and capabilities they don’t have. 2021 was another record year with RIA firms, representing over 50% of the transactions completed.¹

Firms looking for opportunities to grow their businesses through M&A can expand their professional networks by joining the RIAConnect community:

- Firms are connected by a proprietary matching algorithm based on shared goals and preferences.

- Whether you are looking to buy, sell, or merge, you are able to sort, filter, and rate your matches for fit based on the valuable information shared in the firm profile, including details about firm philosophy and culture and what each firm is looking for in a match.

- Interactions in the community are anonymous until users decide otherwise, so you can freely discuss your goals.

¹ 2021 Schwab Assets in Motion Study.

“We offered financial planning to clients, and, historically, we’d offer it as incidental to the investment process. But with the merger, we immediately added immense professionalism on the planning side that accelerated our offering.”

—Michael Moore
Chief Investment Officer and Managing Director, American Money Management

“It is harder than you think to find firms with similar value sets and goals. The CEO of the other firm and I met on RIAConnect. We had a lot of conversations before deciding to move forward. We now both have additional resources to tap into for our clients.”

—Diane Young
Managing Director, Arrowroot Family Office

“I met a number of advisors that could be a match. We are working on deepening our relationships.”

—Michael Savas Tumer, CFP
Bayhill Advisors
For help with succession planning

Make connections to secure your firm’s future.

A strong transition plan is fundamental to a firm’s long-term success. Yet research shows that almost 40% of all firms lack a written succession plan.2 If yours is one of them, joining the RIAConnect community may help you:

- **Get one step closer to solidifying your plans** by completing your in-depth profile.

- **Connect more easily and efficiently** with other firms through a streamlined matching experience.

- **Access educational resources** on the ins and outs of succession planning and a variety of other topics.

- **Connect with firms** that have compatible goals and values in your pursuit of continued success for your business.

---

2 Results for all firms with $25 million or more in AUM. 2022 RIA Benchmarking Study from Charles Schwab. Study contains self-reported data from 1,218 firms.

riaconnect@schwab.com
For firms seeking new talent

**Make connections to attract, retain, and cultivate top talent.**

Recruiting and competing for high-performing, diverse talent are major challenges for firms today. RIAConnect is designed to make this process easier and provide a competitive edge by helping you:

- Find talent actively seeking career opportunities in the financial advice industry and connect with prospective hires securely via direct messaging.
- Fill a wide variety of full-time, part-time, or internship positions in advisory roles, client relationship management, marketing, technology, financial planning, and more.
- Tap into the full diversity of a large talent pool from varied career stages and personal and professional backgrounds.
- Search and hire smarter based on potential compatibility with the firm’s priorities, philosophy, culture, and goals.
- Help candidates easily find and contact you by listing your profile on the talent platform “firm opportunity list.”

“The candidate we hired is an all-star—everything we expected and more! He is a career changer and already the lead planner for some clients. We’re extremely lucky to have him.”

—Debbie Wise
Founder, Wise Planning

Candidates can access RIAConnect Talent Advantage™ and create their profiles: schwabriaconnect.com/talentadvantage.
A digital community with your needs in mind

Access to RIAConnect is easy.

Our goal is to make connecting as efficient as possible for you. Access is fast, easy, free—and already part of the platform you use every day:

- Only those granted access by your firm principal or firm security administrator (FSA) can join the community, so sensitive discussions stay confidential within your firm.

- To get started
  - Advisors who custody solely with Schwab or both Schwab/TD Ameritrade, go to Schwab Advisor Center: advisorservices.schwab.com/riaconnect.
  - Advisors who custody solely with TD Ameritrade, go to: veoone.tdainstitutional.com/ria-connect.

Trust the technology to do the legwork.

- **Tell us your story.** Your in-depth matching profile includes information about you, your firm, your goals, and what your firm is looking for in a match.

- **Get matched.** The advanced algorithm automatically serves up matches with potential connections for you to review.

- **Make connections.** Rate your matches, share them with your colleagues, and initiate a conversation through the secure messaging feature.
Stay anonymous until you decide otherwise.

With RIAConnect, every interaction is anonymous, so you can connect with confidence. Reveal your identity to any matches you want, whenever you want—but until then, you’ll be known only by your profile ID number. This takes the pressure off when addressing sensitive topics with your matches, such as succession planning, M&A, hiring, and more.

Make the most of your connections.

Access educational resources and support from your Relationship Manager to help you take the appropriate actions as you connect with other firms and/or talent candidates on RIAConnect. Contact us at riaconnect@schwab.com for more information.

Get started today.

Advisors who custody solely with Schwab or both Schwab/TD Ameritrade, go to: advisorseervices.schwab.com/riaconnect.

Advisors who custody solely with TD Ameritrade, go to veoone.tdainstitutional.com/ria-connect.

Not a client yet? Contact us.
Join the RIACConnect community today, and contact riaconnect@schwab.com with any questions.

This material is for institutional use only. This material may not be forwarded or made available, in part or in whole, to any party that is not associated with or employed by your firm.

Third-party firms and their employees are not affiliated with or an employee of Schwab. Their mention is not, and should not be construed as, a recommendation, endorsement, or sponsorship by Schwab. Experiences expressed by advisors may not be representative of the experience of other advisors and are not a guarantee of future success.

The RIA Benchmarking Study contains self-reported data from advisory firms that custody their assets with Schwab or TD Ameritrade. Schwab does not independently verify or validate the self-reported information. Participant firms represent various sizes and business models.

Past performance is not an indicator of future results.

Charles Schwab & Co., Inc. (“Schwab”) is a separate but affiliated company and subsidiary of The Charles Schwab Corporation (“Charles Schwab”).

TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC, is a subsidiary of The Charles Schwab Corporation. TD Ameritrade is a trademark jointly owned by TD Ameritrade IP Company, Inc. and The Toronto-Dominion Bank.

Schwab Advisor Services™ serves independent investment advisors and includes the custody, trading, and support services of Schwab.

©2022 Charles Schwab & Co., Inc. (“Schwab”). All rights reserved. Member SIPC.

JUT (1022-2FB6) MKT119310-01 (02/23)
00284585

riaconnect@schwab.com