

Transition Planning Checklist

Once you've selected a new broker/dealer, and determined your practice structure, you're ready to begin the transition planning process. The following checklist will help you identify and track key milestones throughout your transition.

BROKER/DEALER

- Review your existing and new B/D contracts/agreements to avoid unexpected circumstances or delays.
- Complete and submit all applicable regulatory filings.
- Finalize any negotiations with your new B/D.
- Approve the detailed transition plan developed in conjunction with your new firm.
- Determine and submit your DBA name for approval, as applicable.
- Complete paperwork to transfer advisor and staff registrations and licenses.

CLIENT COMMUNICATION

- Develop a comprehensive client communication plan.
- Craft your value proposition, focusing on how clients will benefit from the move.
- Segment your client base and identify clients you will meet with in person vs. over the phone.
- Schedule client meetings/phone calls.
- Prepare and obtain approval for all written client communication and announcements.
- Organize client files in advance of repapering client accounts.

OFFICE SPACE

- Choose a location for your new office.
- Complete office space negotiations.
- Select and purchase furniture, office equipment, and supplies, as applicable.
- Arrange for the installation and set-up of phones, fax, computer equipment, internet connectivity, and other technology and communication services.

MARKETING

- Develop a basic business plan outlining your goals and objectives for your practice.
- Create or update your logo, as needed.
- Approve artwork and place orders for new business cards, stationery, and signage.
- Develop a "Day 1" website landing page so clients and prospects can find you.

STAFF

- Communicate regularly and solicit feedback from your staff throughout the transition.
- Finalize any title or compensation changes promised to existing staff members.
- Interview and begin hiring additional staff members.
- Arrange for staff training on B/D resources, technology, systems, and compliance procedures.

AK Financial Group Representative Network—service and support you can rely on. We believe that by working together, independent financial advisors could realize greater benefits and more effective practices than by working alone. Our commitment to our advisor members begins immediately as we help you create a transition strategy and assist you in all facets of your transition experience. **To learn more, contact us at 949-788-7700 or visit us at www.akfinancialgroup.com.**