

CHECKLIST FOR LEAVING A WIREHOUSE

In order to successfully transition from a wirehouse to independent, you need a plan in place. Follow this checklist for a seamless move!

1. Define Your Business & Target Audience

As an independent, you have the chance to define your own business strategy, mission, niche client base, and more. Get specific about what you have to offer!

2. Name Your Firm & Build Your Brand

What's in a name? Selecting a name, logo, and branding for your new firm is an exciting step in achieving independence!

3. Find Legal Counsel

Transitioning from wirehouse to independent can be tricky, and you want to make sure you're covered. Work with an attorney with a strong securities industry background and experience.

4. Transition Your Accounts

Nearly 90% of newly independent advisors report that all or most of their clients made the transition with them. Build a client transition plan that includes communication to explain your move.

5. Build Your Website

To properly transition clients and find new prospects, a professional website is crucial to help legitimize your business. Also, it is likely the public unveiling of your new brand and business, so make sure you stand out.

6. Select Your CRM

Redtail, SmartOffice, Wealthbox, something else? Keeping track of your contacts will make growing your business with marketing so much easier.

7. Find a Marketing Partner

As an independent advisor, marketing is now your responsibility. You'll save a lot of time and resources with a single platform that powers your website, email, and social media with relevant content to engage clients and prospects.

