



TRANSITIONS QUICK REFERENCE

At SFA, we view transition as the first step in building and fortifying our new partnership with you. Once you finalize your affiliation date, we team you with a transition manager who serves as your liaison. The transition manager will schedule weekly check-in calls with your office in order to meet the deadlines detailed below. Once the transition process is complete, our advisor relations specialists work closely with you to help plan your firm's growth and continuity while introducing you to the greater SFA community.

6 weeks before transfer:

Up to this point you may have been discussing your plans in broad and general terms. It is time to get down to specifics so that there are no surprises later in the process.

Activities during this time include:

- Transition prep such as:
 - Introduction to the affiliation and transition process
 - Review of your personal Memo of Understanding including your transition reimbursement process, fees, resources, contacts and flow of information during your transition
- Affiliation process including:
 - Registered Representative Agreement
 - Registered Investment Adviser Agreement (if applicable)
 - Review of your current broker dealer privacy policy, Regulation S-P, and state privacy regulations
 - Registration process for Registered persons and/or Non-access persons
 - U-4 and other registration materials and registration fees
 - Fingerprinting
 - Insurance appointments paperwork
 - Establishing rep codes

5 weeks before transfer:

Now is a good time to send SFA all advertising materials, stationery, business cards, letterhead, e-mail disclosure, and fax coversheets that you would like us to approve or edit for you. This includes brochures, marketing materials, and information about hosting a radio or TV show, seminars, and other presentations.

Common Marketing and Advertising Materials Approvals that are needed include:

- Websites and social media
- Stationery and disclosure information
- Stationery samples and templates
- Job titles

4 weeks before transfer:

Document prep:

During this time, we will discuss how and what systems to leverage to prepare and send documents. SFA has tools to help, such as fillable versions of its forms and electronic systems to send the documents to SFA. If allowable, you might be able to begin preparing some portions of your client account paperwork using our Forms Library or through software such as LaserApp or QuickStart. We estimate that it will take four to five weeks to prepare your client account documents.

Activities during this time will include formal meetings and training. For example, during week four, you will learn about required documents and how to securely send documents to SFA. The week prior to your affiliation date, you will learn the fundamentals of how to submit material to SFA via Docupace. Docupace is a secure, paperless processing, scanning and retrieval system.

- Specific topics that we will review with you include:
 - Creating a master client list
 - Account documentation review – direct, brokerage and advisory business
 - Account opening
 - Transfers
 - Broker Dealer changes
 - Disclosures
 - Account # guidelines
 - Special situations such as cost basis tracking, signature guarantee, local bank depository
 - Fundamentals of Compliance training



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3 weeks before transition:

Each firm is required to maintain written supervisory procedures (WSPs) describing how the firm will carry out their various responsibilities. SFA, like most firms, requires that its financial advisors to familiarize themselves with the firm's WSPs. These procedures provide guidance for both advisors and their staffs regarding the conduct of their securities and advisory business, applicable FINRA and SEC rules, and the firm supervises those activities. We recommend you begin reviewing SFA's WSPs now with particular attention to areas important to your business, such as Communications with the Public and Alternative Products.

During this time, activities include:

- Compliance training or meetings
- Social media certification (if applicable)
- Compliance education course requirements review for completion post affiliation

One to two weeks before transition:

One week prior to joining, we will examine what you have accomplished and what remains so you and SFA can put our resources where they are most needed.

Essentials Checklist:

- Email
- Technology logons
- Website approval
- Business cards
- Stationery
- Advanced Docupace training scheduled (review of electronic workflow, beyond sending documents)
- Other software (Pershing, Albridge, et al)
- RIA game plan (as applicable)
- Client notification letters
- Client Account Form preparation (and other required documents)
- Resignation letter (draft)

1 day before transition or on your affiliation date:

Resignation letter notification:

As soon as you submit resignation to your current firm, please forward a copy of your resignation letter to our Registration Department and your Transitions Manager. Once you have received confirmation from SFA that your appropriate registrations have transferred, you may send your Client Notification Letters and Client Account Forms.

Post Affiliation Date:

The transition team will guide you through submitting your first accounts through the system. We are now not at the end, but at the beginning. Now is when you and our Transition Team will work to get all of your paperwork processed as efficiently as possible. The last step in any transition is to track the last accounts, identify the delays, and push them through. We will continue to work with you until the last account is transitioned!

Post Transition:

This timing will vary based on your needs and will be established during the Transition Prep phase. During this time, we will ensure that the Essentials Checklist has been completed and that you begin to receive additional formal training on systems and resources. We will also make sure you have been introduced to members of the Home Office staff whom you may not have yet met.

Activities include a review of SFA resources, including:

- Additional technology training
- Practice management support
- Product support
- Advisor Relations
- Marketing support
- Communications including our website