

charles
SCHWAB

→ Finding
your way
home

Own your tomorrow.



When your core values no longer align with the culture of your firm, it can be easy to feel as if you no longer belong. If as a financial advisor you can't offer the solutions that are best for your clients, you may start to feel disconnected from the people and community you serve.

There is a career path that might better align with your values: Schwab franchise ownership.

Leslie Killgore, previously an advisor at an independent broker-dealer, and Erin Yost, a longtime Financial Consultant, will tell you that owning a Schwab franchise might look different from what you imagine.

Though highly successful prior to becoming franchise owners, both Leslie and Erin felt their careers lacked the sense of purpose they wanted. They desired the freedom to deepen their relationships and truly put clients first.

"Looking back," says Leslie, "you might say that I had been seeking a way home. Yes, I think I would put it that way: a home for me and for my clients."

The two women started in different places and followed very different paths to where they are now. But they share an entrepreneurial spirit and a desire to put clients first, which is ultimately what led them to Schwab franchise ownership—toward new possibilities, wider opportunity, and a career that brought them home.

A man in a dark quilted jacket and light blue jeans is walking away from the camera on a brick-paved path. He is holding a leash for a small, fluffy white dog. The path is lined with trees showing autumn foliage in shades of yellow and green. A brick building is visible on the left side of the path.

→ The journey

04 Feeling off track

06 The path forward

08 Finding where you belong

10 A powerful new stride

14 Keeping up with your community

1

Feeling off track



Erin Yost

Bozeman, Montana

At her practice in Bozeman, Montana, Erin had always been adamant about bringing her clients the best investment options for their needs at the best price.

She measured her success in client service and community reinvestment. However, she was constantly bumping up against her own firm's operational practices. Preference was given to high minimums, trade volume, and account size. She watched as dollars were invested outside of the community.

It weighed heavily on Erin: "I couldn't sleep at night. I had to work and act in a way that didn't feel right."



Leslie Killgore

Greenville, Texas

A driven, self-made woman, Leslie simultaneously raised a family, earned accounting and financial planning licenses, and built a successful practice in Greenville, Texas.

Yet she, too, began to feel constrained. She started to question her path.

"I treat clients like family, and I wanted to offer them a wider range of opportunities," Leslie says. "Instead, I was asked to act as a salesperson for certain product lines. I was asked to prioritize the firm's bottom line over what was best for my clients."

“I couldn’t sleep at night. I had to work and act in a way that didn’t feel right.”

—Erin Yost

charles
SCHWAB

Erin’s branch in
Bozeman, Montana

2

The path forward

In the Schwab franchise model, you set the priorities for your business. Franchise ownership allows you to stay aligned with your clients' best interests while also working toward your own growth goals.

With other models, the firm dictates the types of clients you work with, including a client minimum or maximum. That doesn't happen in Schwab franchise ownership, even when a client's requested service is outside your expertise. You have access to Schwab's extensive network of dedicated support specialists to help you meet unique client needs.

Because Schwab franchise owners are paid like a firm, revenue earned on client accounts is shared with the franchise owner. When fee structures are more transparent, your interactions with clients feel less transactional. That means you can meet clients where they are in their financial journeys and deepen your relationship with them.

□ The advantages of owning a Schwab franchise:



Cultural alignment with Schwab's client-first philosophy



Schwab's revenue- and expense-sharing model



Schwab's network of support and resources



Ability to serve a wide range of clients



The power and scale of an industry leader



Erin Yost

When she first learned about the Schwab franchise model, Erin was apprehensive. “I’d never considered a franchise model before. I don’t know why, but I hadn’t allowed myself to think that big or that broadly,” she says.

But once she did, Erin saw the potential.

“As a franchise owner, I would have access to the entire suite of Schwab offerings,” she says. “Once I realized that I could work with my clients, but at a much lower cost to them, I couldn’t *not* do it. It was my duty.”

“My clients were essentially getting an upgrade that didn’t cost them anything.”

—Leslie Killgore



Leslie Killgore

Leslie’s reaction, on the other hand, was closer to disbelief. Diligently, she looked for downsides. She expected to find drawbacks, but she continued to uncover more benefits for herself and her clients.

“The Schwab franchise model gave my clients new opportunities—and they didn’t have to pay more to access them,” she says. “My clients were essentially getting an upgrade that didn’t cost them anything. That made the opportunity very attractive.”

“Also, a franchise owner is paid like a firm, which is different than a typical financial advisor in a compensation model,” Leslie says. “That kind of simple, transparent revenue-share structure reinforces that all-important trust.”



3

Finding where you belong

As business owners and the local faces of a national brand, Schwab franchise owners are uniquely positioned to make an impact in their communities.

They are empowered to serve a broad client base across a spectrum of income levels and investment needs, from clients seeking robo-advice to investors in need of a personalized experience. They can work with people on fixed incomes alongside ultra-high-net-worth clients, as well as active traders and do-it-yourselfers. Unencumbered by AUM minimums or high fees, franchise owners don't have to turn anyone away.

Schwab understands that every client is critical to growth and encourages franchise owners to develop lasting relationships in their communities.

The door is wide open.



Leslie Killgore

For Leslie, loyalty to her clients shines through in the way she makes sure they are taken care of for years to come.

“Once you build a practice, it’s yours to do with as you want, which includes your succession plan.”

—Leslie Killgore

“Once you build a practice, it’s yours to do with as you want, which includes your succession plan,” Leslie says. “Should you retire, you’ll have peace of mind knowing your clients and community will continue to have stability and continuity with their investments and assets.” You can leave them in good hands—perhaps with the associates or Client Service Specialists who helped you build your franchise.

“In my case, I’ll transition ownership to my son, Joe, who is himself a Schwab Financial Consultant,” she says. “My clients will definitely be in good hands.”



Erin Yost

Erin’s roots in Bozeman go back decades. It’s where she grew up and where she’s raising her children. The Schwab franchise model, she says, has allowed her to take on a role in the community that she had always aspired to fill.

“By opening a branch, I’m helping to support the wider community,” she says. “I could be a passionate advocate for local investment. I could see that choosing to own a Schwab franchise would lead me back to my community and ensure that money spent in the community stays there. The lack of local reinvestment and engagement at my previous firm played a big role in why I left. They did the basics, donating to local charities, but there wasn’t an appetite to do a lot more—and given their level of resources, they could have.”

“By opening a branch, I’m helping to support the wider community.”

In her effort to support her community, the numbers speak for themselves. During her first year as a franchise owner, she decided to match the total donations of her previous, larger firm and gave \$10,000 to local charities.

Erin hasn’t stopped there. She’s on track to meet her goal of \$100,000 in donations to regional charities and sponsorships before the end of her first five years in business.

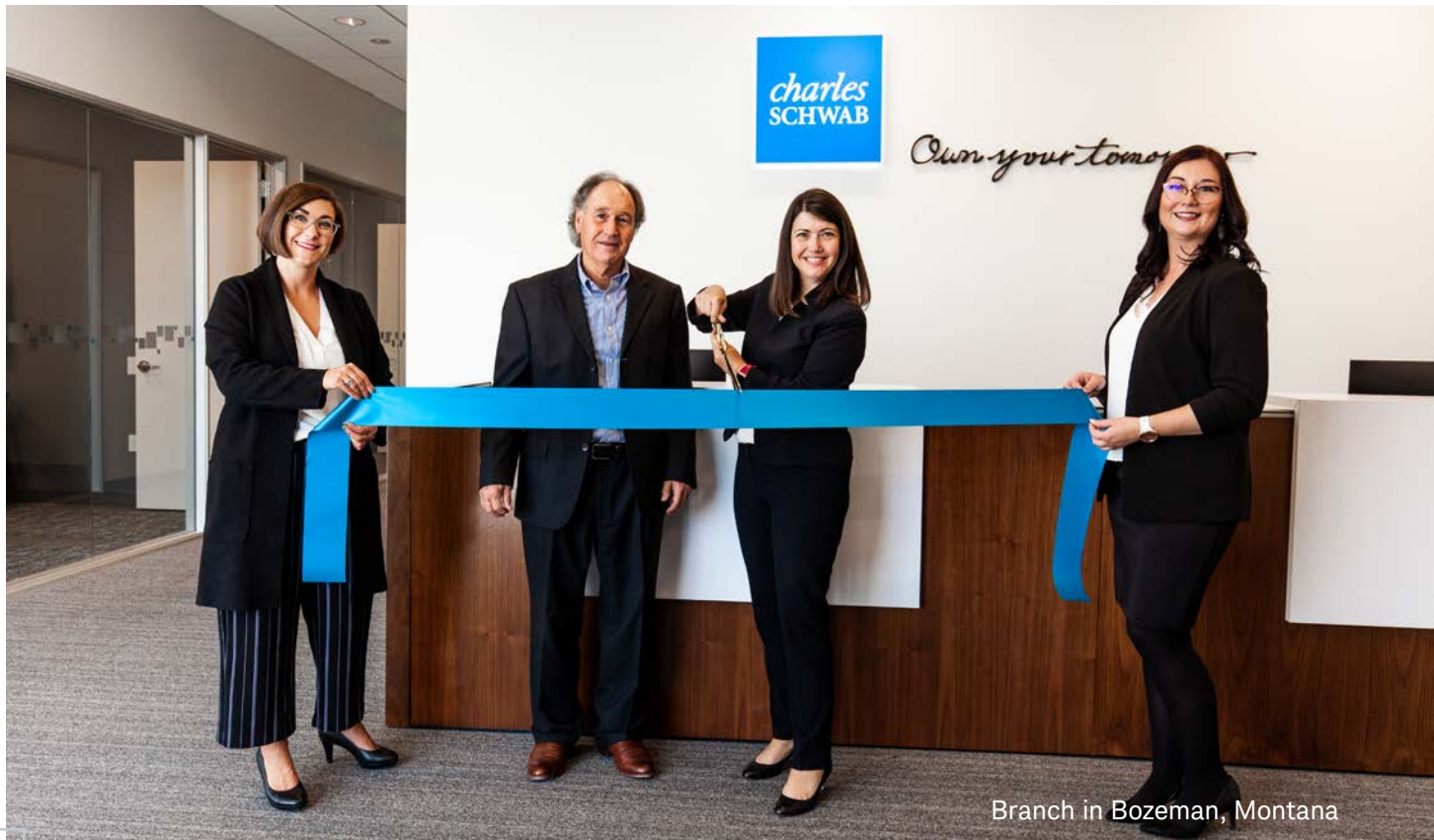
4

A powerful new stride

Schwab franchise owners have autonomy to run their businesses with the full weight of Schwab resources by their side. While other models saddle owners with a great deal of obligations and operational challenges, Schwab's ecosystem of support allows its franchise owners to focus on helping clients and scaling business.

Each franchise owner has access to a team of specialists who provide support, insights, and advice on a range of financial and entrepreneurial

topics. These include banking, trading, business planning, compliance, technical support, and even back-end operations.



Branch in Bozeman, Montana



Leslie Killgore

Leslie learned that franchise ownership means joining a network of other entrepreneurial-minded people who support each other by sharing insights, strategies, and best practices.

“We have each other’s backs, and we help each other. It’s a very give-and-take relationship with the other independent franchise owners,” she says.

“You don’t have to do it alone or have all the answers.”

—Erin Yost



Erin Yost

While the Schwab franchise model spoke to Erin’s entrepreneurial ambition, she appreciated that she could lean on Schwab’s many specialists.

“One thing that’s easy to underestimate about franchise ownership is the support,” Erin points out. “You don’t have to do it alone or have all the answers. There are teams of people at Schwab I can turn to for advice, for tech support, all of it. Which means I have time to focus energy and attention on my favorite part of the job—delighting my clients.”

For Erin, being a Schwab franchise owner allows her to own a business and have her ideal day every day: “I want to walk in, sit down, meet with clients, have everything ready to go. If I can have somebody else do the things that aren’t my strengths, that’s what I’ll choose.”



Schwab's ecosystem of support

As a Schwab franchise owner, you gain access to a support system designed to let you focus on what you do best: deepening client relationships and pursuing new business opportunities.

**Your
business**

Client service and support

Give clients around-the-clock service. Our 24/7 Client Services team can help clients complete transactions, make account changes, and execute trades.



Investment solutions

Tap into a full range of investment products, and offer your clients easy access to banking, borrowing, and savings products from Charles Schwab Bank.



Specialists

Allow your clients to work directly with our regional Schwab specialists who focus on key areas such as fixed income, advised offers, charitable planning, global investing, tax, trust, estate, and other high-net-worth needs.



Satisfaction and Security guarantees

If for any reason your clients aren't completely satisfied, they'll be refunded any eligible fees or commissions. Additionally, Schwab will cover losses in Schwab accounts due to unauthorized activity.¹



**Support
your clients
will feel**



Support for your business



Subject matter expertise

Work with regional experts to help boost your business growth through client and prospect events.



Marketing support

Tap into Schwab's marketing match program and work with your Franchise Marketing Consultant to define your marketing strategy, evaluate opportunities, and create and implement marketing plans.



Professional development

Hone your business strategy and receive practice management guidance. Our Franchise Market Leaders assist with developing your business goals, client acquisition and segmentation, and franchise operating model.



Operational support

Get the help you need when your firm encounters a technical or operational challenge. Our Partner Support team is available to help, including in instances where clients require extra attention.

5

Keeping up with your community

The home Erin and Leslie have found is one inside a powerful, revered brand. For more than five decades, Schwab has built one of the most highly respected and trusted reputations in the financial services industry. Franchise owners can tap into that trust.

National television, print, and digital ad campaigns plant seeds of awareness that help keep Schwab top of mind with prospective customers. Additionally, franchise owners can call upon dedicated marketing consultants who will work with them to implement marketing and outreach strategies customized to their locations. They can access Schwab startup marketing funds and an ongoing annual marketing match of up to \$6,000.

Schwab franchise ownership provides Erin and Leslie with numerous opportunities to support their growth and scale their businesses as their communities grow. The model encourages diverse revenue streams, provides infrastructure and resources, welcomes prospects of all sizes, and wields the power of an industry-leading brand—all while allowing franchise owners the freedom to serve clients their way.

\$68.5 million

Average total net new assets for 2022²

\$131 million

Average total assets per Independent Branch after the first year³

\$377 million

Average total assets per Independent Branch after the first 5 years⁴





Leslie Killgore

Along her journey to Schwab franchise ownership, Leslie has found that each aspect of the model has met or exceeded her expectations—and that includes her appetite to manage a business in a way that feels good.

“A client-first mentality was a must,” she says. “I found that here at Schwab. It’s a known brand, one that’s trusted.”

All of this has culminated in a deeply satisfying career move.

“I get a lot of joy out of coming to work,” Leslie says. “You might say it fits.”



Erin Yost

With Erin’s expertise, her service ethic, and her ability to leverage the Schwab brand, she hit her five-year growth goals for her franchise in half the time.

“We started with a group of clients who trusted me and followed me over,” she explains. “Then we created momentum that continues to increase at a pace that is incredible.”

Erin has become such an advocate for this model that she often finds herself telling other advisors: “If you aren’t the person who’s going to open a Schwab franchise in your community, you’d better be prepared to compete with the person who does.”

“If you aren’t the person who’s going to open a Schwab franchise in your community, you’d better be prepared to compete with the person who does.”

—Erin Yost



Branch in Dripping Springs, Texas

Ready to find your home inside a powerful brand?

Talk with a Schwab Franchise Sales Director to see whether franchise ownership could be the right home for you.

Contact us online or call **877-520-6470**.

1. If your client is not completely satisfied for any reason, at your request Charles Schwab & Co., Inc. ("Schwab"), Charles Schwab Bank, SSB ("Schwab Bank"), or another Schwab affiliate, as applicable, will refund any eligible fee related to your concern. No other charges or expenses and no market losses will be refunded. Refund requests must be received within 90 days of the date the fee was charged. Schwab reserves the right to change or terminate the guarantee at any time. Go to schwab.com/satisfaction to learn what's included and how it works.

Transactions initiated by people who have been granted permission to act on behalf of an account holder are considered authorized and are not covered. To learn more, please read the full Security Guarantee at schwab.com/schwabsafe/security-guarantee.

2. 2023 Charles Schwab Independent Branch Services Franchise Disclosure Document, Item 19, Period 2022. New franchise results may differ.
3. See note 2 above.
4. See note 2 above.

Franchise owners are not employees of Charles Schwab & Co. and are not compensated for their comments.

Statements made by franchise owners are their own and may not be representative of the experiences of others. They are not indicative of future performance or success and come strictly from the franchise owner's direct experiences.

This information is not intended to be a substitute for specific individualized tax, legal, or investment planning advice. Where specific advice is necessary or appropriate, individuals should consult with a qualified tax advisor, CPA, financial planner, or investment manager.

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.

For institutional use only—not for further distribution.

211 Main Street, San Francisco, CA 94105 (877-520-6470)
MN Franchise Registration Number: F-6699

©2023 Charles Schwab & Co., Inc. All rights reserved. Member [SIPC](#).

AHA (0323-3JH8) MKT120662-00 (07/23)
00285189

charles
SCHWAB

Own your tomorrow.

