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Franchise Owner Case Study:

Explore the
power of
the Schwab
franchise
model.

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Daniel E. Cozzitelli, AAMS, RFC
Member
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Meet Justin Cole

Schwab franchise owner
and Financial Consultant

 Citrus Park, Florida

 Founded 2017

Justin is a Schwab franchisee with more than 20 years of professional experience and is passionate about advocating for investors in his community.

FRANCHISE OWNER CASE STUDIES: CLIENT-CENTERED GROWTH

Justin Cole dreams big. He wanted a firm that does the same.

Striking out on his own

Seven years ago, if you'd asked Justin Cole how he felt about his job, he would have said that he liked it well enough. He'd spent more than 20 years building a career in financial services, and he enjoyed helping his clients achieve their financial goals.

Something was missing, though. He craved a model that would allow him to provide his clients with solutions that would truly meet their unique needs instead of encouraging him to push one-size-fits-all products to pad his company's bottom line. At the same time, he wanted to be able to scale his business for growth.

However, he couldn't see how to get there. He figured that the limitations of his job were just something he'd have to accept.

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Seizing an opportunity

That all changed when he learned about Schwab's franchise model. It seemed tailor-made for his client-centered priorities and entrepreneurial spirit.

"It was everything a financial services business should be," he says. As a franchise owner, he'd be able to prioritize his client relationships while also leveraging Schwab's expertise to support each investor's unique needs.

So, after years of thinking it was impossible, Justin began building his dream firm: one that was in his clients' best interests and would set him up for the future he envisioned. He opened a Schwab franchise in Citrus Park, Florida, in 2017 and hasn't looked back.

“I can't emphasize enough how much the brand helps fuel growth. Once you open those doors, people tend to walk through them.”

A model built for scale

Tapping into all that Schwab has to offer, Justin built a firm that's both efficient and flexible to meet the needs of his clients. He leverages Schwab's extensive resources—from leading technology that simplifies client onboarding to specialized support for a wide range of needs—while remaining at the center of the client relationships.

"My team and I, we have more ownership of our time. We're immersed in the community, and we're able to help clients in a way that we just couldn't before," Justin says. The breadth of Schwab's support allows him and his team to focus on nurturing existing client relationships and making new connections.

What Justin likes about the Schwab franchise model:



Ability to meet the needs of every investor, from do-it-yourselfers to those with ultra-high net worth



Depth and breadth of Schwab's ecosystem of customer service, subject matter experts, and business support



Customized solutions for all types of clients



Greater growth potential by leveraging the Schwab brand

The franchise model also allows Justin to scale and build equity in his business. As a Schwab franchise owner, Justin can potentially serve thousands of households. He's found that the brand's widespread name recognition and positive reputation have made it easy for him to reach and attract potential clients.

Schwab's Wide Open Front Door philosophy allows Justin to serve a broad spectrum of clients, something that brings him deep job satisfaction.

"I can't emphasize enough how much the brand helps fuel growth," he says. "Once you open those doors, people tend to walk through them."

Doing business with an open door

The Schwab franchise model gives Justin everything he had been looking for in a firm. He can work with clients who have every kind of investment need, leveraging Schwab's support and services to offer them personalized solutions while still achieving his business goals.

"The model is not structured so that we're giving the same thing to everybody," he says. "I have the ability to help anybody, whether they have \$500 or \$500 million, and use Schwab's resources to curate the experience the client is looking for. It's empowering."

From serving active traders to ultra-high-net-worth clients, Justin leverages Schwab's subject matter experts to meet any of the nuanced financial goals that his clients have.



What Wide Open Front Door means for you—and your clients

As a franchise owner, you want to do what's right for the investors in your community, regardless of where they are in their investing journeys. They deserve world-class service, and you deserve the tools and resources to provide it.

That's the guiding principle behind Schwab's Wide Open Front Door philosophy. Franchise owners are empowered to provide that world-class service and support to every person who walks through their doors—all while being enabled to grow and scale their businesses.



Justin Cole poses with Schwab Independent Branch Financial Consultants Dena Petersen and Cody Kimble.

"With Schwab, you've got a whole team behind you to help you with whatever solution your client needs—and the service to back it up," he says. "And being able to meet clients where they are is absolutely something that pays dividends and leads to more growth over time."

In other words, Justin has finally found a way to build the firm of his dreams.

“With Schwab, you've got a whole team behind you to help you with whatever solution your client needs—and the service to back it up.”



What's next?

Interested in learning more about how Schwab franchise ownership could help you achieve your career goals?

Contact us [online](#) or call **877-520-6470** to speak with one of our Franchise Sales Directors.

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