
Advisor Transition Kit

Read Time: 5 Minutes

Everything you need to know about the conversion. That includes rationale, timelines, details, comm schedules, escalation paths, and most importantly:

Why this is going to be unlike any brokerage transition you've ever experienced.



Before you go any further...

This transfer is going to be digital and EASY for you and your clients. It essentially amounts to clients checking a few boxes within their Altruist mobile app or desktop portal to acknowledge a new account agreement.

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From introducing broker-dealer to self-clearing broker dealer

Before

As an introducing broker-dealer to Apex

- Play by Apex's rules and limitations ("I'll have to check with Apex")
- Limited ability to innovate due to lack of influence over technology
- Strategic initiatives and innovation are geared towards retail use cases

After

As a clearing firm

- Full ownership of the customer support model
- Faster development of new features and services
- Innovation is 100% dedicated to improving the wealth management experience for RIAs and clients

A new chapter of RIA-focused product innovation

Immediately upon conversion

- Feature parity with Apex for all current functionality
- Improved in-line risk checks and responses
- Advisor branding on customer communications



Post-conversion opportunities (upcoming)

- New account types and asset classes
- Improved cashiering capabilities
- Improved trading capabilities
- Improved rebalancing capabilities
- Improved tax management capabilities



All in service of helping RIAs radically lower costs, grow faster, eliminate paperwork, and delight their clients.

What can you expect from this transition?

A digital experience

We're handling the conversion through a Bulk Transfer via Negative Consent as a convenience to both advisors and clients – that means the process will be managed digitally with minimal impact to clients (no "repapering") and advisors.

Executed by a team of industry veterans

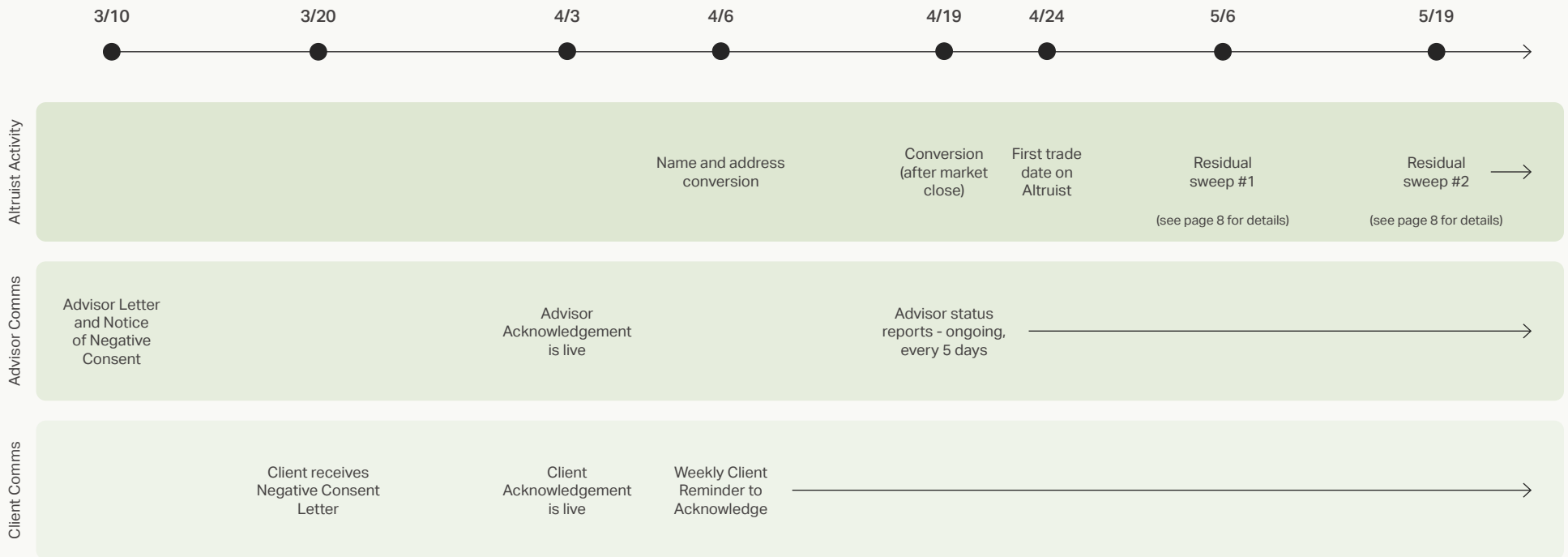
The team has the combined experience of over 100 conversions, the largest requiring the transfer of 4.5 million accounts.

Providing all-hands-on-deck support

During the transition there will be 24/7 monitoring, open item tracking and monitoring, and proactive outreach with the full support of our sales and service teams.

Key timelines

Note: while it is our goal to nail down exact dates, there is some ambiguity to be expected given the interweaving and dependencies of various processes and approvals. Any changes to timelines or important dates will be communicated promptly and with sufficient notice.



What is a “Bulk Transfer via Negative Consent”?

Unlike traditional ACATS,¹ Bulk Transfers via Negative Consent are used in special circumstances, and provide additional convenience to advisors and clients.² Clients do not need to affirmatively agree to the transfer.³

1 Automated Customer Account Transfer Service (ACATS) are the standard protocol for transferring customer accounts from one brokerage firm to another.

2 Name and address profiles, balances, and positions are transferred in bulk. Omnibus account reconciliation between Apex and Altruist and the transfer happens through DTCC.

3 However, we are providing a way to transfer out if they do not choose to move. And at the end of the process, no accounts can be left at Apex.

What will your clients' experience look like?

1. They'll receive the Negative Consent letter via email which clearly communicates the following key points:

- Clients will need to acknowledge the new account agreement in the mobile app or desktop portal.
- Client money will remain serviced by their current Advisor and be held and traded all within Altruist.
- Clients should experience no material changes other than new features and capabilities.

2. Clients will receive periodic reminders to acknowledge the updated account agreement (as will advisors).

If they do not want their accounts to clear through Altruist...

Option 1: close accounts prior to conversion

Option 2: Initiate a full ACAT to another brokerage within 30 days post conversion, free of charge.

(Note: ACATs out beyond 30 days will be subject to our standard fee)

Here is an email template for proactive client outreach:

Subject Line Just a heads up, you're going to receive an email from Altruist

Body Hi {Client Name},

Sometime around March 20th you'll receive an email from Altruist announcing that they've been approved to become a self-clearing broker-dealer. Basically, it's a change that enables them to build better products for financial advisors.

Nothing is materially changing for you, your accounts, or the services I provide as your financial advisor. However, later in the month, around March 31st, you'll have the ability to acknowledge a new account agreement via the Altruist app (or desktop portal) – which essentially amounts to checking a box upon login. Please take this action when it is available to you.

Best,
{Your name}

What will be different for advisors?

Effective 4/12/23

New check address

Altruist Financial LLC
300 S. Pearl Expressway
Suite 250
Dallas, TX 75201

Effective 4/20/23

New wire instructions

ABA / Routing Number

071000288

Institution Name

BMO Harris

Institution Address

**320 S. Canal Street
Chicago, IL 60606**

Recipient Name

Altruist Financial LLC

Recipient Address

**3030 S La Cienega Blvd
Culver City, CA 90232**

Recipient Account #r

1654417

For Further Credit To

(Client Name and Account Number)

Effective 4/24/23

New DTCC number for ACATs

#3164

Note: Sweeps of residual assets will occur on May 5th and May 19th. Additional sweeps will be processed if/as needed on dates as agreed upon by Altruist and Apex through June 5th, 2023. After June 5th, 2023, residual positions and balances will be delivered to Altruist Financial, LLC by a manual transfer of account method e.g. ACAT. For any larger monies (\$50,000 or above) or positions which must move between sweeps, APEX and Altruist Financial, LLC agree to move the same via manual means (i.e.; SPO charges and free position movements).

Additional Tools & Resources

Client FAQs and Advisor FAQs can be found by visiting altruist.com/clearing

For Additional Support

Continue to contact our customer success team via chat or email support@altruist.com

We're excited to take this next step with you.

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