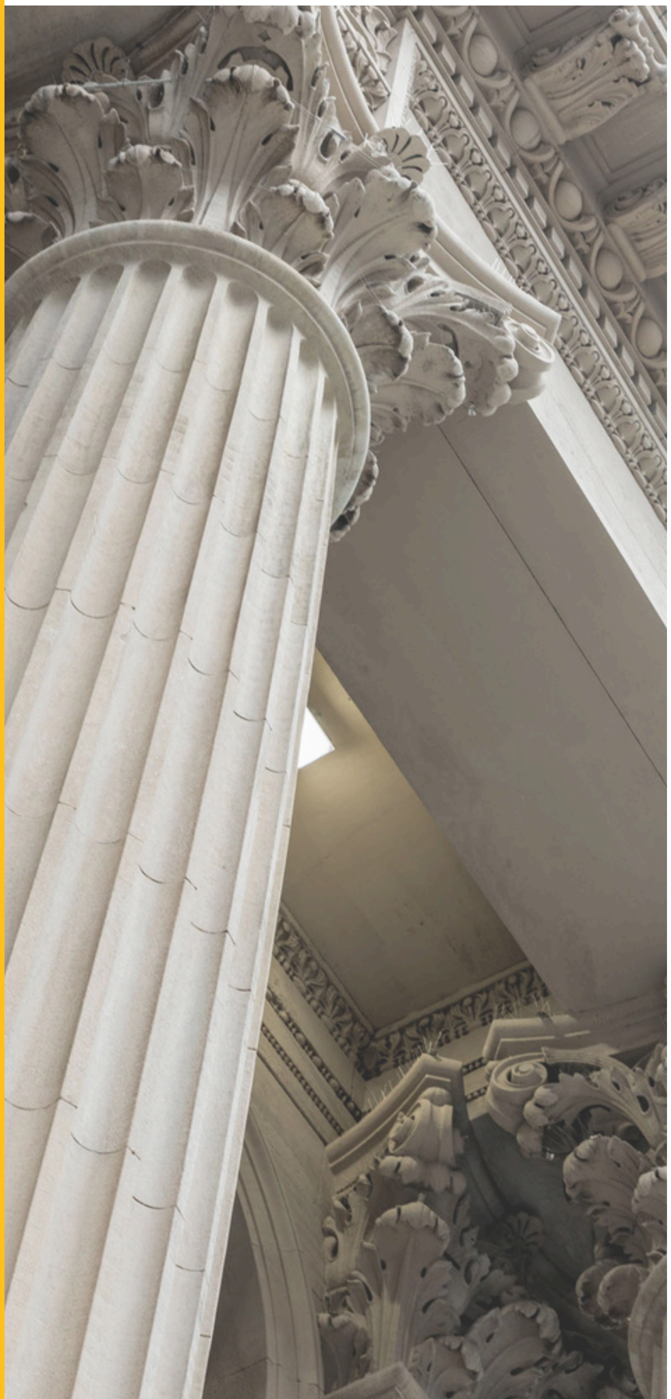
# The Optimize Transition Program

Optimize Wealth Management

Optimize Wealth Management

# The Optimize Transition Program



Our Dynamic Transition Program ensures your move is quick, efficient and most important, very client friendly. We won't stop until every last component of your Transition has been completed. We know that upgrading you from one firm to another is typically daunting and challenging, but with Optimize it couldn't be easier. That's why we have a full-time dedicated transition team to help you every step of the way, to ensure our mutual success.

This transition philosophy fully extends to your clients as well. Our transition team ensures the client experience is absolutely seamless and effortless. Extensive training, onboarding technology, and a dedicated team always at your service combine to make the onboarding experience an absolute pleasure for both you and your clients.

Our team will make your transition as smooth and seamless as possible by following the below key stages:

1. Kick-Off & Orientation
2. Marketing and Branding Strategy
3. Training & Support
4. Launch Your Transition

**The Result:** We provide the opportunity to seamlessly transition clients and premium financial professionals better than ever.

# How We Ensure Smooth and Successful Transitions

## Provide Significant Training and Planning Ahead of Time

- Thorough planning and organization is critical for any successful transition.
- Robust pre-transition planning and training.
- Transition best practices, advice and ongoing support.
- Checklists and clear timelines to keep everyone on track.

## Deliver Our Robust Onboarding Platform and technology

- Clients benefit from our digital-first onboarding platform.
- Instantly initiate transfers, effortlessly set up and adjust ongoing payments.
- Track your progress by the minute through your Optimize Dashboard.
- Onboard and service new clients at the click of a button.
- A centralized hub for all of your systems, technologies and client information.

## Comprehensive Team Experience and Support

- A dedicated Transition Manager guides you through every step of the onboarding process.
- Your Onboarding Team is always available to ensure your transition is a massive success.
- Our team of experienced financial, compliance, technology, and operations professionals literally do not stop until your transition has been completed.

# Advisor Transition Program Overview

## Transition Overview

Our Transition Program ensures a swift, efficient, and client-friendly move. We complete every aspect of your transition, making it seamless. With a dedicated transition team, extensive training, and onboarding technology, we guarantee a smooth and effortless experience for you and your clients. Our team supports you through each step, ensuring a seamless transition.

## Optimize Transition Guideline
## Success Guaranteed

### Kick-Off & Orientation

Get your Transition started on the Right Foot by meeting with your Transition Manager and getting your customized Transition Project Plan.

### Marketing & Branding

Optimize your Branding and Marketing Strategy to bring you to the Next Level and hit the ground running.

### Training & Support

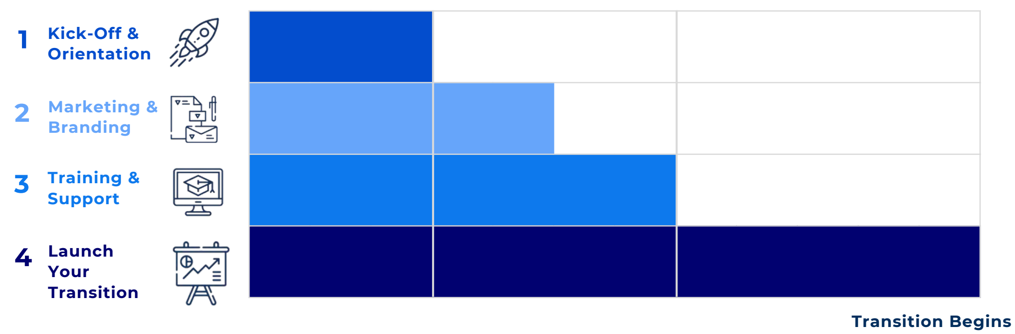
Leverage our Robust Learning Platform and Practice Management while accessing our 24/7 Advisor Support Team.

### Launch Your Transition

Welcome your clients to Optimize and our Full Suite of Services while starting to enjoy the benefits of our Optimize Community.

## Dynamic Timeline

We will structure a transition project plan with start and finish dates fully customized to your particular schedule and circumstances.



# Transition Kick-Off and Orientation

## Get your Transition Kicked-off on the Right Foot

## You'll Meet with Your Transition Manager to:

### Get Your Key Optimize Contacts

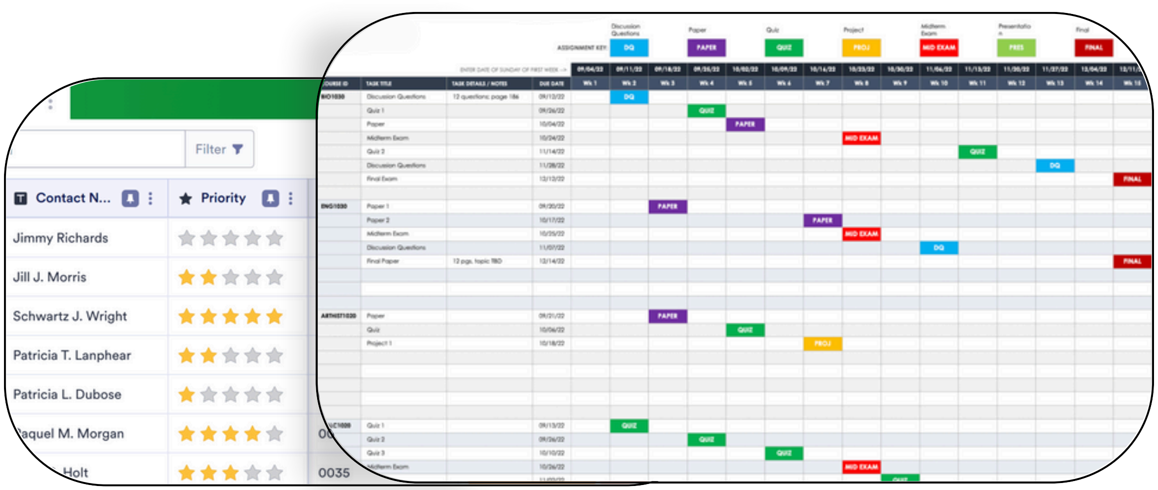
Go through your key contacts and their roles such as your Transition Manager, your assigned Portfolio Manager, and your Advisor Support Team.

### Introduce Us to Your Team

The more we know about you and your team, the better we can help you and your clients transition!

### Receive Your Customized Transition Project Plan

Go through your transition's key milestones and deliverables such as your branding campaign, your transition start date, and your enrollment into Optimize Academy to learn our various systems, and ensure your transition is well organized from the start.



# Marketing and Branding Strategy



## Optimize your Branding and Marketing Strategy to bring you to the Next Level

### We'll get our marketing and design team to create and optimize your:

- **Team Branding**

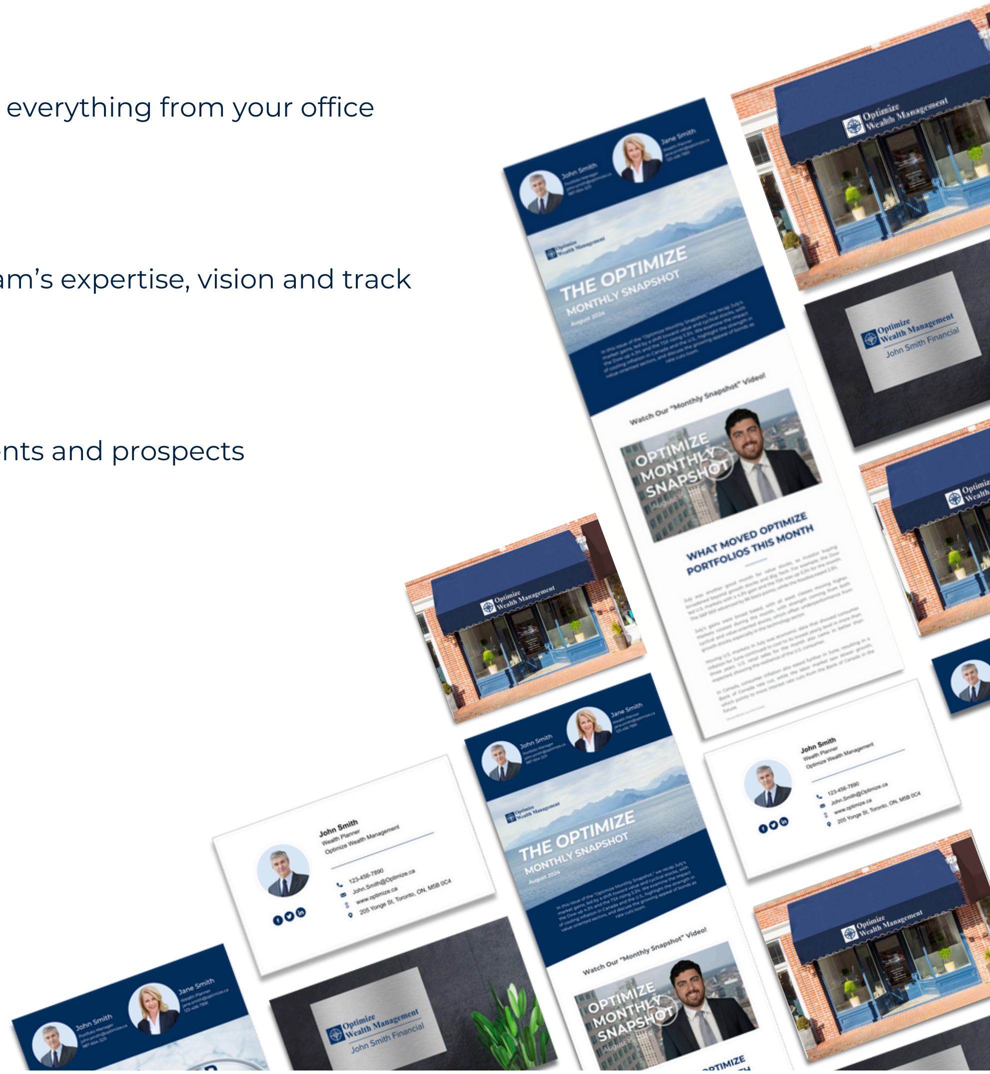
  We'll help you put your best foot forward by arranging everything from your office signage to your email newsletters.

- **Team Website**

  We'll create a tailored website that showcases your team's expertise, vision and track record.

- **Ongoing Client and Prospect Content**

  We'll supply regular communications to keep your clients and prospects informed and engaged.

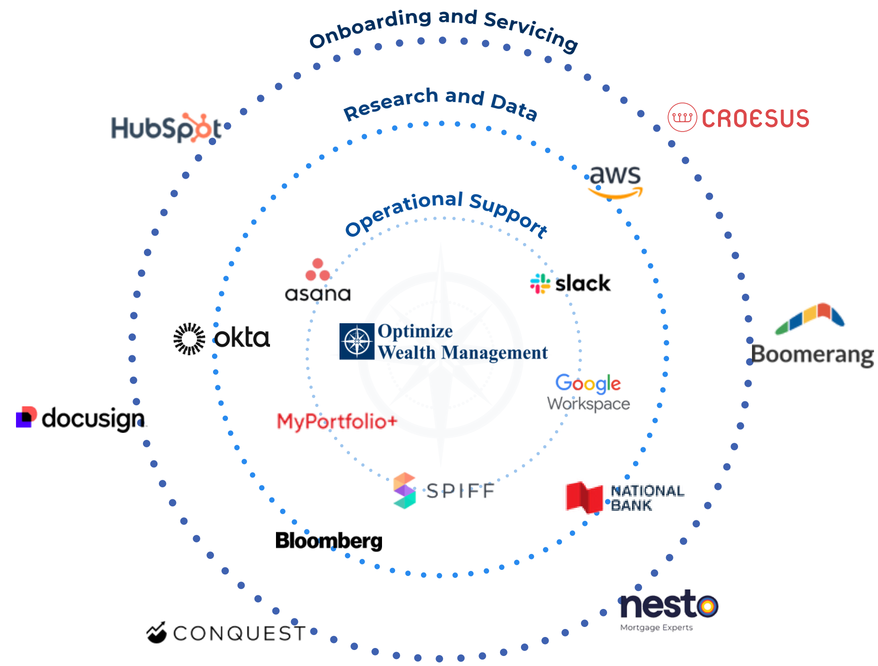


# Training and Support

## Learn How to Easily and Effectively Run Every Aspect of Your Practice

### Enroll in Optimize Academy

- **Core Platform Systems**
  - Our CRM
  - Advisor Portal
  - Client Portal
  - Portfolio Reporting
  - Payroll/SPIFF
  - Investment Research Portal
- **Multi-family Office Services**
  - Financial Planning
  - Will Preparation & Planning
  - Tax Preparation & Planning
  - Insurance
  - Loans & Mortgages




### Access Our 24/7 Advisor Support Team

- Reach out by phone to our 24/7 Live Agent Support Team or to our AI-powered Interactive Service Agents ensuring help is always available for you and your team to best service your clients.

### Enroll in Our Practice Management Program

- Refine your playbook of best practices with our experienced consultants, focusing on organic or scalable strategies.
- Unlock growth, improve business efficiencies, and restore balance to your professional and personal life.

# Launch Your Transition

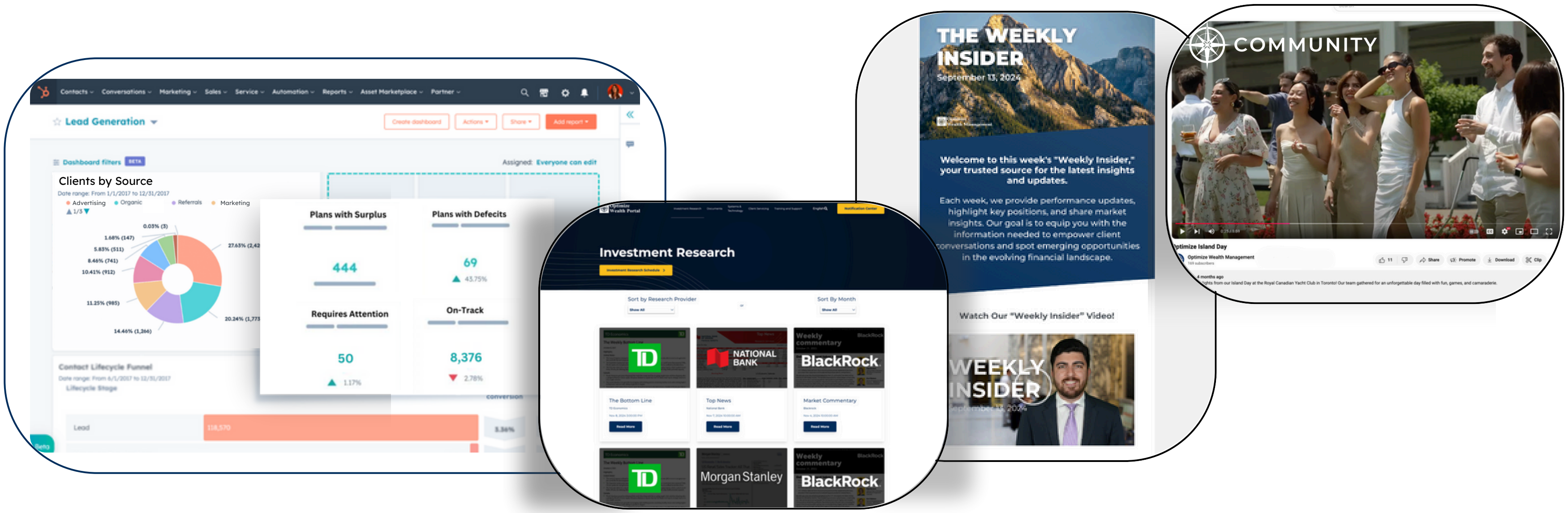
### Launch with clarity and conviction

### Confidently get off on the right foot:

- Enjoy a streamlined process designed for speed and efficiency.
- Track your progress every step of the way with easy-to-follow dashboards.
- Monitor account openings, in-bound transfers, and overall asset growth.

### Enjoy the benefits of the optimize community:

- Access our Advisor Portal for daily research and company updates.
- Receive regular curated content geared to streamlining and growing your business.
- Work with our Practice Management Team to get the latest in Best Practices and Growth Strategies.
- Attend Regional and Firm wide Conferences to connect and collaborate with your Optimize Colleagues.



# Key Components to a Seamless Transition

## 1 Implement Your Personalized Transition Project Plan

- Review your Transition Project Plan with your team to fully understand its key deliverables and their due dates.
- Attend your weekly "check-in call" with your transition manager so you and your team can easily track and follow your project plan.
- Ensure you stay on top of ongoing deliverables to meet your key milestones and launch date.

## 2 Benefit from Our Constant Training and Support

- Learn how to effectively provide your clients with our multi-family office services.
- Monitor how to leverage our platform's core systems and technologies.
- Integrate our proven best practices to streamline your business.

## 3 Let Our Superior Client Offering Speak for Itself

- Multi-Family Office platform
- Solid investment returns
- Broad array of in-house managed portfolio solutions
- Pension-style asset management
- Completely Transparent Fee Structure

Optimize Wealth Management

Smooth and Seamless Transitions **Guaranteed**

**Head Office**

205 Yonge St.

Toronto, ON M5J 2S1

Toll Free: 1-866-209-6862

prosper@optimize.ca