



Growth • Retention • Yield

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Retail Sales Platform

John Bunch • President, Retail Distribution

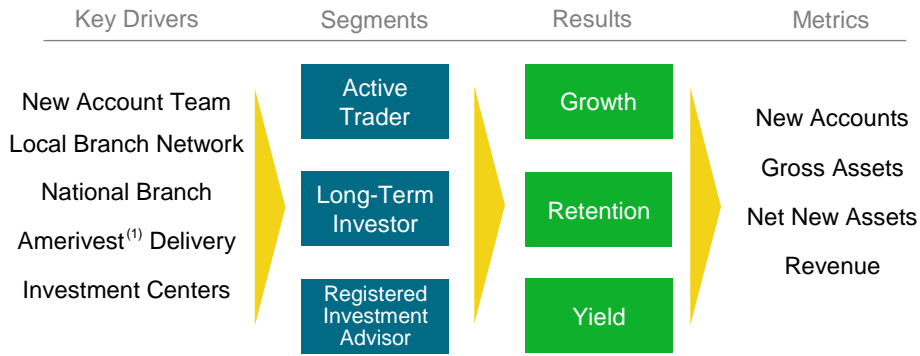
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Safe Harbor

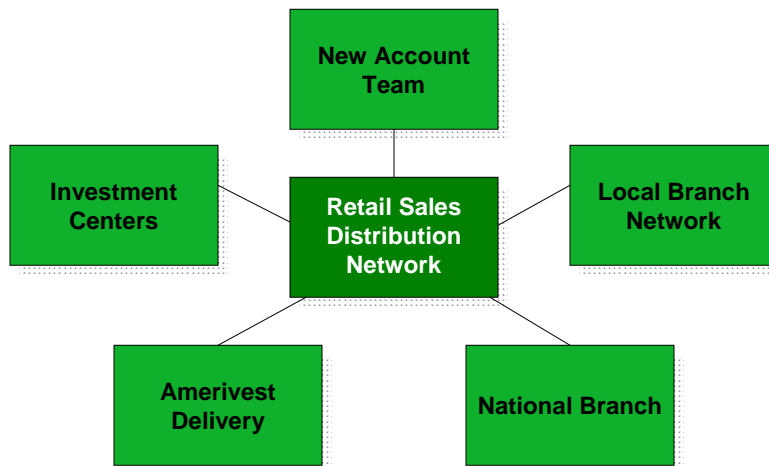
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“A Comprehensive, Coordinated Execution Plan”

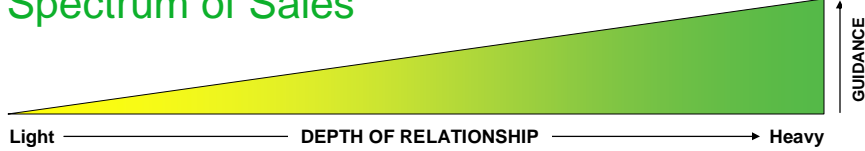


⁽¹⁾ Amerivest is an online investment advisory service of Amerivest Investment Management, LLC, an SEC registered investment advisor. Brokerage services are provided by TD AMERITRADE, Inc., member NASD/SIPC. TD AMERITRADE, Inc. and Amerivest Investment Management, LLC are both wholly owned subsidiaries of TD AMERITRADE Holding Corporation.

What is Retail Sales?



Spectrum of Sales



	New Account Team	Local Branch Network	National Branch	Amerivest Delivery	Investment Centers
Locations	Omaha	103 Nationwide	Ft. Worth	Ft. Worth	New York, Orlando, Beverly Hills
Primary Focus	Grow	Grow / Retain	Grow / Retain	Yield / Retain	Yield / Retain
Investor Guidance	Light	Medium	Medium	Heavy	Heavy
Goals	New Accounts	Gross Assets Net New Assets New Accounts	Gross Assets Net New Assets New Accounts	Revenue	Revenue

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How Branches Add Value

- The presence of a branch creates faster market share growth related to client assets and new accounts.
- Accounts opened in branches fund more quickly, more frequently and at higher amounts.
- Accounts opened in branches generate more than double the revenue of those originated online and tend to experience lower attrition.
- Halo Effect
 - Face of the brand – brings online experience to life
 - Advisor referral business

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Right Places for the Right Reasons

- We have developed an approach to ranking markets and placing branches that is based on market size and growth of population and assets.
- Footprints rationalized for combined firm
 - Physical location within driving distance of 80% of the client base
 - Branch located in every major DMA
 - Annually review performance against targets



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Retail is Detail

- Success depends on a macro as well as a micro view of key sales measures
- Pay for performance culture
- Clear focus on accountabilities

Retail Scorecard			
	Month	Plan vs. Actual	% Change
Staff	X	X	X
Contacts/Day	X	X	X
Assets - Net - Gross	X	X	X
New Accounts	X	X	X
Referrals	X	X	X
Conversions	X	X	X

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Growing All Client Segments

Active Trader	Long-Term Investor	Registered Investment Advisor
Apex ⁽¹⁾ Events	Apex Events	Advisor Days
Consolidation Campaign	Activate/Assist Campaign	Buy & Hold
	Pricing Campaign	
	Amerivest ⁽²⁾ Campaign	

← **Growth – Retention – Yield** →

(1) Apex qualification is based on an average of five trades per month over a three-month period, or a \$100,000 total account value. Apex membership may also be granted on a free trial basis. Qualification is reviewed every three months.
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