EMBRACE EVOLUTION

Russell Investments

Russell Investments' Transition Services for Advisors

Designed to support advisors to transition their businesses to the next level

russellinvestments.com

Partner with Russell Investments through every stage of your business growth

The value of an advisor today extends far beyond simply selecting investment products. A financial advisor's unique value proposition is steeped in their ability to provide comprehensive wealth management services. It's critical for you and your business to improve your investment efficiency, gain scale and provide clients with a better level of service.

Russell Investments has worked with advisors more than 20 years to help them transition their businesses to the next level. We have developed a streamlined, step-by-step approach to help advisors looking to:

Transition from Brokerage to Advisory

- From mutual fund business held directly at the mutual fund company
- From A & C-shares

Transition within Advisory

- From Third-Party Asset Managers (TAMPs) to firm platforms
- From non-discretionary accounts to discretionary accounts
- Rep-as-Portfolio Manager to centrally-managed portfolios

Experience what Russell Investments can do for you.

Our easy to follow, disciplined approach is designed to help reduce execution challenges you may face while transitioning your business.

Your dedicated Russell Investments regional team can help you identify opportunities, plan and implement transitions with these items in mind:

Assistance at the point of sale

- Customized proposals and client-ready packages for your client conversations
- Strategically diversified, outcome-oriented model portfolios, including tax-managed portfolios for tax-sensitive clients

Ongoing client servicing ideas

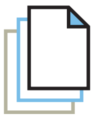
- Quarterly client servicing materials to help you deliver ongoing value to your clients on a regular basis

Getting started is easy

Contact your dedicated **Russell Investments regional team** at **800-787-7354** or **service@russellinvestments.com** and set up a meeting to explore the following steps together:

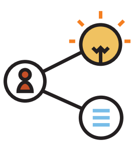
Step 1: Identify your suitable clients

- Identify potential advisory candidates by reviewing your book (brokerage to advisory and/or transitions within advisory)



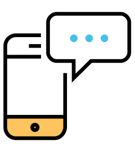
Step 2: Request customized proposals and kits from Russell Investments

- Select 5 transition candidates each week
- Contact your Russell Investments representative with the following information:
  - Client name
  - Investible amount
  - Taxable or non-taxable account
  - Risk tolerance / portfolio strategy name
- Russell Investments will send you a customized proposal and kit **(See next page for kit and proposal details)**



Step 3: Finalize and mail your client-ready kits

- When you receive the kit, prepare the personalized, high-impact introductory materials and mail it to the client
- Include any firm-specific paperwork needed to make the transition



Step 4: Contact your clients

- Call your client and provide brief context and background about the materials coming in the mail
- Schedule a meeting (or phone conference) to discuss the opportunity with the client, if desired

Step 5: Follow-up and implement

- Follow up with your clients to answer questions and verify program suitability
- Once you have confirmed your client's current situation and risk profile, proceed with implementing the portfolio strategy that best fits your client's needs
- Collect client signatures on the appropriate client paperwork

Step 6: Provide ongoing service

- Russell Investments provides a robust suite of servicing materials to make it easier for you to stay in touch with your clients on a regular basis. Contact your dedicated Russell Investments team to make sure you receive these quarterly materials

Upon your request, Russell Investments can also provide an Advisory Pipeline tool to help you track your advisory transition process.

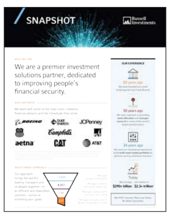
Client Transition Kit

Upon your request, Russell Investments will prepare a customized proposal and send you a kit with the following materials. Depending on your firm, certain materials may not be available for your use; check with your compliance team to confirm.

Transition Letter Template

This is a template letter for you to use with your clients to communicate the advisory transition.

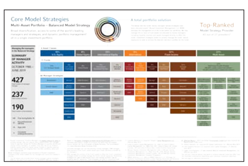
DOWNLOAD



Russell Investments Snapshot

This one-pager provides a concise introduction for your clients to Russell Investments, including our investment approach and experience.

DOWNLOAD



Sample Portfolio Brochure – Core Model Strategies

This brochure illustrates how some of the world’s leading managers and strategies are combined in Russell Investments’ Core Model Strategies.

DOWNLOAD

Sample Portfolio Brochure – Tax-Managed Model Strategies

This brochure illustrates how some of the world’s leading managers and strategies are combined in Russell Investments’ Tax-Managed Model Strategies.

DOWNLOAD

Customized proposal

We need just 4 key investor data points to prepare a custom, client-ready proposal for you:

- Client name
- Investible amount
- Taxable or non-taxable account
- Risk tolerance

DOWNLOAD SAMPLE PROPOSAL

We look forward to assisting you in your advisory transition process.

From insights, best practice sharing, one-on-one coaching, and accountability—Russell Investments is committed to partnering with you through every stage of your business growth.

For more information

Contact your dedicated Russell Investments' regional team at **800-787-7354** or **service@russellinvestments.com.**