

If you are considering changing your firm's name, please notify your RM early in the process!



**Title: If you're changing your RIA name...**

Advisors might change their firm name for many reasons. Whether it's part of a rebranding strategy, a merger, or an acquisition, we would like to help you make that transition as easily as possible.

If you know that a name change is coming for your organization, please alert your RM as soon as possible, with special attention to the following three topics:

- **What** is happening? Are you simply rebranding your existing RIA, or is this part of a larger merger? Are you acquiring another RIA? Are you merging your own practice into another existing RIA?
- **Why** is it happening? Are you looking to refocus your marketing efforts with a new name? Is this part of an expansion strategy tied to acquiring other practices? Or is it part of a succession planning strategy?
- **When** is it happening? When are you notifying your clients of the pending change? When do you plan to make the change legally effective?

E\*TRADE Advisor Services is here to assist you with these transitions. Giving us timely notice of pending changes like this will help us to help you.