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## Creating a Listing

[Who can list as a buyer?](#)

Buyer listings are reserved for Schwab Advisor Services™ clients.

[Who can list as a seller?](#)

Any registered independent advisor can list as a seller.

[How do I add a listing if I am primarily interested in merging with another firm?](#)

Create a buyer or seller listing, and indicate that you are interested in merger opportunities by checking the box at the top of the Listing Details page. In addition, when completing your business overview on the Firm Information page, you can express your interest in merger opportunities in your firm description.

[I am a professional with a transferable book of business. Can I list as a seller?](#)

No. If you are a professional with a transferable book of business, create a listing on the Schwab Career Opportunity Service at [www.schwabadvisorcenter.com/transitiontools](http://www.schwabadvisorcenter.com/transitiontools). When you create your listing, you may also specify that you want it to be viewable on the Schwab M&A Listing Service.

[Can I view buyers or sellers without creating my own listing?](#)

No. You must have an active listing to view buyer or seller listings.

[What is the process for creating a listing?](#)

Creating a listing is a 3-step process. First, you create your personal access code and complete your contact details. Next, you input information about your firm and financials. Finally, you input information about your ideal transaction partner. Once you've completed these steps, you'll see a preview of your listing as it will appear to other users in their search results.

[What information is required to complete a listing?](#)

Choose one of the following for details:

[Buyer Listing](#)

[Buyer/Merger Listing](#)

[Seller Listing](#)

[Seller/Merger Listing](#)

[What information about me and my firm will be visible to other users?](#)

After you complete the Listing Details page, you'll see a Preview page showing you what others will see on the M&A Listing Service. All listings are anonymous; your city and state are the only contact details displayed.

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#### About how long does it take to complete a listing?

Creating your listing takes only about 20 minutes when you have the required information. Use one of the following worksheets to help you gather the required information in advance:

[Buyer Listing](#)

[Buyer/Merger Listing](#)

[Seller Listing](#)

[Seller/Merger Listing](#)

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#### What if I can't complete my listing all at one time?

No problem. As long as you have provided your access information and contact details, and completed at least some of the Firm Information page, you can save a partial listing for completion later. When you return, you will enter your access code and be taken to your My Listings page, where you will see your saved listing.

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#### Can I have multiple active listings at the same time?

No. You can only have one active listing at a time.

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#### Does Schwab offer any help in submitting listings to the service?

Yes. If you are a Schwab Advisor Services™ client, your relationship manager will be happy to walk you through the necessary steps for creating a listing. In addition, our transition planning team is available to help you with any questions. Please email [transitions@schwab.com](mailto:transitions@schwab.com) for assistance.

### **Access to Listing**

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#### I don't know or remember my access code. What do I do?

If you have previously created a password for the M&A Listing Service, this password is now your access code. If you need an additional reminder, click the "Forgot Your Access Code?" link below the login box or email [transitions@schwab.com](mailto:transitions@schwab.com) for assistance.

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#### How do I change my access code?

You can change your access code in the My Profile tab. Once you change your access code, the previous code will become invalid.

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#### If I create a listing, can one of my colleagues access it and perform searches?

Yes. You may share your access code at your own discretion and risk with a colleague, who will then be able to view and edit your firm's profile and all listings associated with the firm, perform searches, and send or respond to messages.

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#### My listing status is Pending. When will it be Active?

Please allow up to five business days for your listing to become active. As soon as the listing becomes active, we alert you with an email.

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#### Why is my listing inactive?

Your listing can become inactive if you deactivate it, if the Schwab administrator deactivates it, or if you do not update your listing for 12 months. Please email [transitions@schwab.com](mailto:transitions@schwab.com) for assistance.

### **Search Listings**

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#### Why don't I have access to search for listings?

You must have an active listing to be able to search for listings. If your listing status is Incomplete, Pending, Deactivated, or if you do not have any active listings, you will not be able to perform any searches.

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#### How do I search for buyers or sellers?

From the Search Listings page, select your desired criteria and click the Search button at the bottom of the page. For more results, broaden your search by selecting fewer criteria.

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#### Can I search for a specific listing?

Yes. If you know the listing ID number of the listing you are searching for, enter it into the Search text field at the top of the Search Listing page.

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#### Can I search for and view other buyer listings if I'm listed as a buyer?

Yes. Buyers can view other buyers' listings, as well as sellers and firms interested in merger opportunities. Buyers can also view listings of Candidates with Assets.

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#### Can I search for and view other seller listings if I'm listed as a seller?

No. Sellers can search for and view buyer listings only. However, sellers primarily interested in merger opportunities can search for other firms interested in merging.

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#### What is a Candidate with Assets?

A Candidate with Assets is an established investment professional with a transferable book of business who wants to join an RIA firm. Prospective Candidates with Assets can create a listing on the Schwab Career Opportunity Service at [www.schwabadvisorcenter.com/transitiontools](http://www.schwabadvisorcenter.com/transitiontools). When creating their listing, they can indicate if they want it to be viewable on the Schwab M&A Listing Service.

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#### How do I search for Candidates with Assets?

From the Search Listings page, select your desired criteria. Confirm that the box at the bottom of the page next to "Show Candidates with Assets" is checked. Click the Search button at the bottom of the page. If you want more results, broaden your search by selecting fewer criteria.

### Contacting Users/Message Center

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#### How do I contact someone on the listing service?

Use the M&A Listing Service Message Center to contact a buyer or seller anonymously. Simply click the Send Message button at the top of the listing you are interested in. Schwab clients who use the listing service may also contact each other through the Schwab Advisor Services sales team.

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#### How will I know if someone is trying to contact me through the Listing Service?

You will receive an email at the address provided in your contact details indicating that you have a message at the M&A Listing Service Message Center. Click on the link in that email to go directly to the login window for the M&A Listing Service, and then into the Message Center. You must have an active listing to access the Message Center.

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#### If I send a message, will the recipient know my identity?

No. The recipient will know you only by your listing ID number and your city and state. Your name, firm name, email and other contact information will be hidden from other users.

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#### What are the Best Practices for initiating first contact?

To communicate most effectively and save time for all, provide a snapshot of your firm in your initial email. Include your firm's location, AUM and your M&A goal (e.g., merger, acquisition, sale). Briefly describe the type of firm you're seeking (e.g., AUM, type of business), the reason that you're interested in this particular firm, and preferred next steps. Here are two [sample messages](#) you can use to craft an effective message quickly.

### Can you provide examples that illustrate an effective message?

We've developed two sample email examples to illustrate an effective message.

#### *Email #1:*

Dear <Seller/Buyer listing ID #XX>:

I saw your listing on the Schwab M&A Listing Service and would like to learn more about your firm. We are a <\$XX million> AUM firm, located in <location>, and we are seeking to <merge with/acquire/sell to> a firm that has a similar investment philosophy and style in the <\$XX million to \$XX million> AUM range.

If you would be interested in an informal discussion, I'd be happy to provide you with more detail.

Thank you,  
<First Name >

#### *Email #2*

Dear <Seller/Buyer listing ID #XX>:

I saw your listing on the Schwab M&A Listing Service and would like to discuss the possibility of a <merger/acquisition/sale>. We are a <\$XX million> AUM firm and are looking to <grow through acquisition/grow through a merger/sell our practice> within <timeframe>. We have been in business for <XX years>, have <XX> offices in <location(s)> and are seeking another <firm, partner> in <location(s)>. Our firm provides <types of services> and focuses on <types of investments>. We use primarily <type of investment vehicle (e.g., stocks, funds)> for our clients and <provide/do not provide> financial planning services. We seek a <firm, partner> that has a similar investment philosophy and style in the <\$XX million to \$XX million> AUM range.

I think our firms are a good match because <reasons you're interested>. I'd like to know more about <information that would help you make a decision>. If this sounds like a possible match, please let me know. We can arrange an informal meeting to learn more about each other's firms.

Thank you,  
<First Name >

I've attempted to contact a user multiple times on the listing service but with no success. Is there anything else I can do?

Please email [transitions@schwab.com](mailto:transitions@schwab.com) for assistance and we'll try to help you get an answer.

### How do I reply to a message?

From your Message Center Inbox, click on the message, and then click the Reply button. Enter your text in the Reply window, and click the Send button located below the Reply window.

### What are the Best Practices when replying to messages?

Everyone benefits from a quick response, so try to respond within 48 hours. Log into the M&A Listing Service and go to the Message Center to respond. As a best practice, if you don't have time to fully compose your response, just say so, as in the following example: "Thank you for your inquiry. I'll get back to you by the end of the week with a response." It's common courtesy to respond even if you are not interested in having a discussion with someone who has contacted you. The other person will appreciate insight into your decision, just as you would. Here are some ideas for explaining why you don't want to have further discussions:

- I'm not ready to discuss this with you yet, because I'm still in the process of researching my options.
- I'm sorry, but this opportunity isn't right for me, because <state your reason>
- Thank you for your interest, but I'm in negotiations with another firm.

### How do I view a previously sent message?

Click on the Sent link located in the Message Center box on the right side of your Message Center page.

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#### How do I delete a message from the Message Center?

Messages cannot be deleted from the Message Center. If you have completed a conversation with someone and would like to remove that conversation from your inbox, use the Archive button to move the conversation to your Archive box.

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#### How do I save a message that is currently in my Message Center Inbox?

Use the Archive button to move a message or conversation from your inbox to your Archive box.

### Edit/Update Listing

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#### How do I change my user name or access code?

Click on the My Profile tab; then click the Edit button at the bottom of the page. Make your desired changes, and click the Submit button at the bottom of the page. Your changes will take effect immediately.

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#### How do I change details in my profile?

Click on the My Profile tab; then click the Edit button at the bottom of the page. Make your updates, and click the Submit button at the bottom of the page. Your changes will take effect immediately.

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#### How do I update or make changes to my listing?

Click on the My Listings tab, check the box next to the listing you wish to edit, and click the Edit link.

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#### How often do I need to update my listing to keep it active?

You must update your listing at least every 12 months to maintain an Active status. We encourage you to update your listing at least once a quarter or as often as necessary to ensure the information is fresh.

### Terms of Use

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#### What are the terms and conditions for users of the M&A Listing Service?

All users of the Schwab M&A Listing Service must review and accept the Terms of Use prior to creating a listing. Terms of Use for the Schwab M&A Listing Service are outlined in the User Agreement. At its sole discretion, Schwab reserves the right to decline, reject, or delete a listing at any time for any reason.

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#### Is there a fee to use the M&A Listing Service?

No. Access to Schwab's M&A Listing Service is complimentary. Schwab reserves the right, at its sole discretion, to charge fees for this service in the future by changing the Terms of Use.

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#### Who can I contact if I have questions or problems with the M&A Listing Service?

If you have questions about the M&A Listing Service, please contact the Schwab transition planning team at [transitions@schwab.com](mailto:transitions@schwab.com).