

Advisor
case study

**Michael
Yoshikami**
Destination Wealth
Management

RIA:
A powerful combination of
independence and support

As the registered investment advisor (RIA) Model continues to grow, established independent advisors are presented with both an increasingly competitive marketplace and greater opportunities to further distinguish their own firms.¹

“We chose Schwab because we believe they provide the best range of services for us as we serve our clients. Their reputation is unparalleled in the financial services industry.”

Michael Yoshikami, CFP®
Founder and CEO
Destination Wealth Management

In order to stay ahead as an RIA, you need your custodian to provide more than asset protection. You need a team of dedicated professionals who understand the RIA industry and can provide a wealth of products, services, and support tailored specifically to the needs of your firm.

With Schwab Advisor Services™, you get exactly that—and more. We have built a powerful custodial offering based on more than 25 years of working with, listening to, and advocating for independent advisors like you.

The strength of an RIA with the support of Schwab

Michael Yoshikami was an early adopter of the independent model well before RIAs had become one of the fastest-growing segments in the financial services industry. He founded Destination Wealth Management with the vision of offering clients exceptional service to go with customized financial planning based specifically on their personal investment objectives.

As he built his practice, Yoshikami sought a custodian that offered the level of products, services, and support he needed to grow his business the way he envisioned. He wanted a custodian that could help him deliver a superior investment experience to clients. That's when he made the transition to Schwab.

In the years since, with Schwab by his side, Yoshikami has grown Destination Wealth Management into a prominent and respected RIA firm that caters to clients across the globe. Yoshikami was named one of Barron's Top 100 Independent Financial Advisors for four years running between 2009 and 2012, a testament to the guiding principles that first drew him to the independent model and still drive his practice today.

In a rising industry, rely on a recognized leader

There's a reason why more RIAs are working with—and entrusting their assets to—Schwab. We know that there is no one-size-fits-all approach and that your firm has specific needs that necessitate a customized response.

As an independent advisor custodizing with Schwab, you have experienced professionals dedicated to helping you find the right solutions to meet the day-to-day demands of the present and prepare your business for future opportunities. As a result, you have more time and energy to focus on what you do best—serving clients and growing your business.

“The challenge that we face—that all advisors face—is how to deliver better service in a shrinking margin environment,” Yoshikami says. “There's increasing competition, and advisors need to proactively add levels of service to their clients. Schwab has been a great resource for us as we have sought to provide this additional level to our clients.”

Industry-leading support

You can rely on Schwab to deliver support from some of the most experienced, attentive, and responsive service professionals in the industry. Your Schwab team knows what you need to run a successful RIA practice and takes the time to understand and appreciate the particular dynamics and objectives of your firm.

You have the freedom to run your business as you see fit while having the confidence to call on Schwab professionals to help you find what you need, when you need it.

“The great thing about Schwab is that they are not intrusive,” Yoshikami says. “They allow us to run our business, but when we need them they're here, and that makes a big difference for our firm.”



Firm: Destination Wealth Management

Location: Walnut Creek, CA

AUM: \$1.06 billion

History: Founded in 1986

Staff: 25

“Schwab was founded on a principle that I believe is very similar to independent investment advisors' principles, which is to always put clients' best interests at heart first. We believe that's a key differentiator of Schwab, as well as of the independent advisor.”

— Michael Yoshikami

“Working with Schwab has been a great relationship over these many years. I’ve been very satisfied with the level of support and service, and I always get the impression that Schwab sincerely cares about helping me grow my business.”

Stay ahead of the curve—and the competition

When you custody with Schwab, you’re tapping into the resources of one of the most trusted brands in the industry. Our independent advisors have access to guidance for everything from operational efficiency and effective marketing to choosing the right technology for your firm and the best practices for serving your clients.

As a recognized leader in the RIA industry, Schwab also provides independent advisors with the insights, research, analysis, tools, training, and networking opportunities they need to stay up to date. In addition to its innovative RIA Stands for You advocacy campaign, Schwab also hosts prominent national events like the invitation-only IMPACT® conference, where top industry leaders, exhibitors, and advisors gather every year.

“Schwab gets the independent advisor business because they understand how competitive the world is today,” Yoshikami says. “Schwab provides independent advisors with the solutions and support they need to be successful.”

A seamless transition

The decision to switch custodians may seem daunting. However, maintaining the status quo could be riskier still. Our team of professionals can help you make the transition as easy as possible. Your Schwab Advisor Services™ Transition Team will be with you through every step of the process while providing you with the ongoing support you need to help you fully realize the vision you have for your business.

Why Destination Wealth Management chose Schwab and the RIA model

- A wide range of investment products for clients
- Access to integrated technology to deliver services more efficiently, including providing real-time information to clients
- Opportunities to build industry knowledge to stay ahead of business trends
- Responsive service and support to help with both daily operational demands and long-term strategic planning

Watch and learn more

The Schwab Advisors Services video library includes a feature on Michael Yoshikami and other advisors. Go to advisorservices.schwab.com, select the Tools & Resources tab, then click through the video reel located at the top of the page.

Take control
of your
future.

Visit advisorservices.schwab.com
or call 877-687-4085

MEANT FOR INSTITUTIONAL AUDIENCES.

Experiences expressed concerning becoming an RIA are no guarantee of future performance or success and may not be representative of your experience.

The RIAs and their representatives use Schwab for custody, trading, and operational support. The information provided and the views expressed by these individuals are their own, without endorsement or verification by Schwab. Advisors are independent and are not employees or agents of Charles Schwab & Co., Inc. The views expressed are for educational purposes only and should not be construed as a recommendation, an endorsement, or a sponsorship by Schwab, and some statements have been edited.

Schwab Advisor Services™ does not provide legal or compliance advice to independent RIA firms.

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