Advisory Council Meeting

December 11th, 2019

Present: Dan Hunt, Rick Keast, Dylan Wondra, Taylor Wall, Makayla Kroenke Steve Roeth, Jess Panichi, Gina Blair, Craig Roncaioli, Terrilyn Brownfield

Not present: Katrina Savage, Navi Dowty

Rick put together advisory website where advisors can access recordings, zoom link, upcoming meetings, meeting notes, important announcements, etc. Rick will send out link again to advisors. Advisors will not need credentials to login. These meetings are meant to be interactive so feel free to give commentary or ask questions at any point. If needed, please mute those of us on the call but don't put us on hold (otherwise we may hear hold music.) Redhawk will be doing one on one training with each advisor once this rolls out to give in-depth training at a time that's convenient for each of them. Each of these advisors will be given a custom rollout plan. Redhawk wants the advisors on the council to be fully trained & happy with this process before we roll out to all advisors.

Advisor Maximizer Program (AMP)

- Been working since May/June to amplify technology. Even though it's been 6 months, some of it has changed along the way so we're always trying to stay up with it.
- Replacing WARP essentially.
- Before advisors had to pay for technology whereas now we're going to take this on.
- Taking one on one approach with advisors to train them, show them, get their input, etc.
- Ideally Redhawk would like advisors to go through Orion for client portal instead of TD because we'll be housing most of the information there and it will be easiest for client.
- Biggest reason Redhawk is doing this is to make things easier for advisors. Dan got inspired by Steve Roeth who said he didn't want anything that made his life harder. Redhawk knows that we can't ask advisors to just throw out all their systems, but we will provide them a synchronized approach where everything is integrated and encourage them to use these services.

AMP Services & Technology

- Primary applications we are integrating: Redtail, Orion, Riskalyze, FMG Suite, Adobe PDF/Photo, Microsoft Office, ScheduleOnce, Zoom, Advizr, Keeper, IT Support, E-Valuator, Cloud Storage.
- There will be a few more sessions on technology.
- Eventually PCs will soon become "dumb terminals" because everything we're doing is moving to the cloud & cyber security is critical to survival.
- Advizr will be no cost to Redhawk advisors. Though many advisors use other financial planning applications, it isn't impossible to transfer over.
- Keeper is a great encrypted password storage app.
- IT support: Redhawk now has a cloud-based firewall, which is the best of the best. Dan highly recommends to advisors.

- Cloud Storage will replace everything (Dropbox, etc.) unless it's personal information. Redhawk no longer supports advisors using Dropbox. We are moving everything to the cloud. That's been the goal for the last 6 months. That means advisors will log into Cloud once & then they'll have access to aforementioned applications. All the data will also be stored on the cloud. SEC's big question for us was where are the advisors storing all their data & pushed back on us to control more data to protect advisors & client information.

Implementation Phases

The phases & timeline of when Redhawk is utilizing & implementing new technology. At the end of the day Redhawk feels confident in our services & that the advisors will love what we have to offer for technology. Redhawk picked things that we already use & can attest to. It should be noted that none of the advisors have to get rid of laptops, desktops, etc. It will just move the laptops to the cloud & help protect their items.

- Alpha: June 2019-Feb 2020
  - Overview
  - Feedback
  - Inventory
- Beta: Jan 2020-March 2020
  - Have a couple advisors come in & test it with us
  - Internal user testing
  - Fix problems
  - Retest
  - Move to pilot
- Pilot: March 2020-April 2020
  - Available to advisory council members – where they will all be using our technology systems.
  - External user testing
  - Fix problems
  - Retest
  - Move to rollout
- Rollout (April 2020)
  - Adopted by all users

Redtail

- Dylan has been spearheading this, he's been the "Alpha" so to speak in the implementation phases. Dylan used Jess & Gina to start off with these services. Redtail will drive a lot of this process. To be fully integrated, advisors will have to use the specific process. Following this process will be easiest for advisors, though it is not the only one. Dylan added a client to Redtail beforehand for the sake of time. He added household name, spouse name, phone number, address, email, SSN, etc. When Redhawk does one on one training we'll show advisors what information needs to be added. Connect the account to Orion. Once you connect to Orion, it automatically logs you in, then pushes client information through to Orion.

- Goal is to go through this with client & only have to fill out information once.
- Then go through & add client information as is needed on TD paperwork.
- Before client leaves advisors can give them access to the client portal immediately. Does not have to happen down the road.
- Redhawk used QuikForms to integrate TD and RWA paperwork. That means they can attach ADV, RUMA Agreement, etc. with TD paperwork.
- A nice thing is that you can add in multiple accounts in this system & it will prefill in client information in to each TD paperwork. There will be things that have to be filled in because it will vary w/ each account but not all information.
- Account numbers will generate automatically so no need to put that on form.
- Once advisors click sign the client's name and email will generate
  - A benefit to this is that advisor can update the client's email to be their email instead of the client's so the paperwork will go to advisor. As long as the client is the one who does the LexusNexus verification it can be sent to advisor to ensure client doesn't get emails.
  - They can also print the paperwork if they wish, but it will print all of the pages.
- Terrilyn was wondering if they can text through Redtail (they have that capability) however Redhawk has no way to monitor that. Rick said we will have to work with Smarsh to monitor that & is putting that on a to-do list.

Orion

- Every advisor is able to have their own logo on Orion. Through one on one training we'll make sure the logo is what the advisor wants.
- Every client they put under their rep code, it will be a link to this platform.
- We are going to start storing client information in the documents tab in Orion. A lot of clients are getting paperwork that they neither need nor want. We have worked with TD to start uploading documents to the Documents tab in Orion. Craig was wondering about documents & cloud storage. They will get ALL TD paperwork to Orion, even tax documents & trade confirmations. They no longer will have to use AdvisorAccess if not needed. Now it will just be one logon.
- Now all clients will see is customizable statement to Orion. Riskalyze is pulled into statement. It will show risk number and + or – over next 6 months. Craig was wondering about documents & cloud storage. They will get ALL TD paperwork to Orion, even tax documents & trade confirmations. They no longer will have to use AdvisorAccess if not needed. Now it will just be one logon.
- These statements are customizable. If there's something the advisors don't want to show something for a specific client we can take that out. Before if it was changed for one it changed for all, but now it can be customized.
- There's also integration with financial planning tool Advizr and client website. They can go from client portal to these things.
  - Redhawk can't integrate with MoneyGuidePro in this process. Since it's a 3rd party integration it doesn't automatically feed over the way Advizr does.
  - Advisors don't have to stop using whatever financial planning tool they currently use.

- Pretty much everything is feeding out of or into Orion. It's the main hub.

Advizr

- Able to add client's bank accounts to this & show transaction on cards.
- There's not a technical support line for this, the advisors would need to call us.
- This integration won't work without support from Redhawk, which we fully intend on providing.
- Annuities are included in Advizr as well but they are integrated automatically.
- You can either use Quovo (at a cost - $40 per year per account) for insurance products or manually enter them into Advizr.

FMG Suite

- This is a tool that Redhawk recently adopted. Redhawk has a couple advisors using it already. It's a way to create a website (even though many advisors have websites they have probably spent plenty of money on.) This is a web app that they can house their website on at no cost to them. It's customizable. Any images, sections, etc. can be added. The reason Redhawk likes this is if the advisors make changes, it flags it and send reviewal to Compliance. It allows advisors to do mass emails to clients if they'd like. For example, Redtail integrates with FMG Suite and can send automatic email to client when it's their birthday. Allows advisors to connect social media sites & send articles out from that if desired. It has thousands of videos, articles, quick tips, etc. for advisors to use that have all been FINRA approved.

Redhawk Website

- Paperwork is essentially becoming obsolete.
- IAR Annual Exam will be coming to advisors early next week via online form.
    - It's logic based so if advisor answers "yes" it may trigger additional response that is required by advisor.
    - Smoother process for advisors, less follow up from Redhawk, etc.
    - Any questions we're happy to answer.
    - If the advisor stops halfway it will still save it for them & they can pick up where they left off for the next 30 days.

Major Concerns & Issues

- Redhawk will be sending inventory questionnaire to find out what kind of systems the advisors use so that we can put together a plan for them.
- This is for internal use only so that Redhawk can customize their process & won't be sharing this information with anyone. Redhawk understands that this is private information for advisors & are sensitive to that.
- Redhawk appreciate any feedback that the advisors have for us
- Next Advisory Council Meeting will be the second week of January instead of first week because that would be too close to New Year's Day.