

Five Ways to Create More Effective Communications

01 Stay Focused

- In short, less is more. Strive to use the fewest words and fewest concepts needed to achieve the communications objective.
- Focus on the main takeaway and avoid the temptation to ask a single communication to do too many things.

02 Unfold Complexity in Stages

- Always start at the beginning, explain the core concept, and offer the reader easy options to get additional information. This way, they can dive deeper into areas that are important to them, without having to wade through too much information – or worse, ignore it altogether.

03 Be Clear

- Relentlessly aim for clarity and transparency.
- Use plain English and avoid jargon.
- Our job is to help people understand. Unnecessary complexity and extraneous language work against comprehension.

04 Make it Visual

- Think in shapes and pictures as well as words.
- Our work must be intuitive, visually appealing and easy to follow – with headers, white space, charts, and visuals augmenting the written word.

05 Think Digitally

- Design our communications to be consumed in the formats people prefer, and on the multiple devices they use.
- We should think “mobile first;” most of our clients do.

A Summary of Your Brokerage Account Relationship with Charles Schwab & Co., Inc.

The purpose of this summary is to inform you about the nature of our relationship for this and other brokerage accounts you may have with Schwab. For a more detailed explanation of any of these points, please go to [schwab.com/relationship](https://www.schwab.com/relationship).

What is your obligation to me as a broker-dealer when it comes to investment advice?

- You may invest on your own in this account without any advice from us.
- Even when we give you investment advice, you make the final decisions.
- If we give you investment advice such as recommending an investment or investing strategy, we will act in your best interest and will not place our interests ahead of yours.
- We will not manage or monitor this or other brokerage accounts. Schwab offers investment advisory accounts, which include management of your investments for an ongoing fee. To inquire whether that type of account is right for you, talk to a Schwab representative or go to [schwab.com/investmentadvisory](https://www.schwab.com/investmentadvisory) to see a summary like this one for advisory accounts.

How do you pay your professionals who give me investment advice?

- We compensate our representatives who provide investment advice based on neutral factors such as the amount of client assets they service and the time and complexity required to understand your needs, make recommendations, and provide services to you.
- We do not pay our representatives based on product sales commissions.
- For details on how we pay all of our representatives, please go to [schwab.com/repcomp](https://www.schwab.com/repcomp).

What are the fees and costs I will pay for investment advice?

- If you decide to buy or sell a stock, certain exchange-traded funds, mutual funds, or bonds, you will pay a commission or transaction fee. Other investments do not have a commission or transaction fee; instead, the price of the investment includes compensation for Schwab.
- The price you pay is the same whether we recommend an investment to you or not.
- For details on fees and pricing, please go to [schwab.com/pricing](https://www.schwab.com/pricing).

How does your firm make money and what conflicts of interest do you have?

- Schwab makes more money from some investments you may select compared to others, whether or not a Schwab representative recommends the investment to you.
- For example, Schwab and its affiliates earn more if you purchase a Schwab-affiliated mutual fund or exchange-traded fund than if you purchase one managed by another company.
- For a detailed explanation about how Schwab makes money depending on the investments you choose and our related conflicts of interest, go to [schwab.com/firmcomp](https://www.schwab.com/firmcomp).

What additional information should I consider?

- For more information about different types of investing account relationships and services that may be available to you at Schwab, please visit [schwab.com/askquestions](https://www.schwab.com/askquestions).
- For free and simple tools to research our firm, our representatives, and other firms, including disciplinary events, please visit [investor.gov](https://www.investor.gov) and [brokercheck.finra.org](https://www.brokercheck.finra.org).

An Alternate Approach to Form CRS

The Benefits of A One-Page Approach

Simple

Plain English, easy-to-read content in brief, one-page format.

- Covers key questions and provides answers
- Allows for comparison with other firms, as well as necessary tailoring

Focused

Includes easy-to-understand information on the most important components of Form CRS proposal:

- Relationship and corresponding obligations
- Services
- Fees and costs
- Conflicts of interest
- Additional information

Visual

Employs a variation of the Pew disclosure format, making it easier for investors to find and follow information conveyed.

Relevant

Focuses on the type of account an investor is in process of selecting (in this case, brokerage).

- Avoids potential confusion of mixing account types
- Instead, links to summaries of advisory accounts to compare if desired

Layered

Q&A approach provides top-line answers on each topic area, as well as links to more in-depth information on company website.

Resourceful

Provides links to additional information on other relationships available with Schwab, and links to objective, third-party sites (brokercheck.finra.org or investor.gov) to view any disciplinary history.

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Illustrative – for discussion only

A Layered Approach Leads To More Information

Current Schwab Pricing Hub

- Commissions & Trades
- Account Fees
- Index Fund Expenses
- Transfer Money
- Investment Advice
- Common Questions
- Open Your Account

Commissions & Trades

[- Minimize All](#)

Stocks & ETFs

[-](#)

	Online Trades	Automated Phone Trades	Broker-Assisted Trades
Stocks ^{1,10}	\$4.95	\$4.95 + \$5.00 service charge	\$4.95 + \$25.00 service charge
Schwab ETF OneSource™ ²	\$0	\$0 + \$5.00 service charge	\$0 + \$25.00 service charge
All other ETFs	\$4.95	\$4.95 + \$5.00 service charge	\$4.95 + \$25.00 service charge

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Investment Advice

[+ Expand All](#)

Automated Investing

Schwab Intelligent Portfolios®

[+](#)

Personal Planning and Automated Investing

Schwab Intelligent Advisory™

[+](#)

Dedicated Financial Advice

Schwab Private Client™
Schwab Advisor Network®

[+](#)

Additional Solutions

Schwab Managed Portfolios
Managed Accounts: Equity Strategies
Managed Accounts: Fixed Income Strategies
Windhaven® Strategies
ThomasPartners® Strategies

[+](#)

www.schwab.com/public/schwab/investing/pricing_services/fees_minimums