ACCOUNT VIEW

ACCOUNT VIEW 2.0
MOBILE APP AND PORTAL

Advisor Toolkit

New technology aimed to strengthen your connection with those you serve

LPL Financial

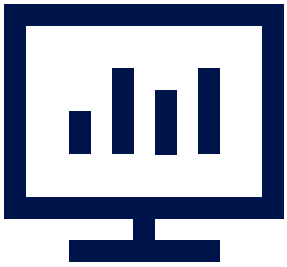
ACCOUNT VIEW

KEEPING YOU CONNECTED

Supporting and facilitating your relationships with your valued clients is an important part of our role as your partner. One way we do that is by offering technology that can enable better touchpoints between you and those you serve, helping you connect faster and more easily. One of our newest technologies is Account View 2.0 mobile app and portal.

Account View 2.0 builds on the functionality in the legacy version of the investor portal, with the addition of a mobile app. Whether your clients predominantly use a desktop, tablet, or smartphone, the Account View 2.0 mobile app and portal meet them where they are with quick, secure access to their LPL account information, as well as the financial goals you've helped them establish and work toward. Connectivity and convenience—that's what the new Account View experience delivers.

Now that you have access, you're one step closer to providing it to your investors. To help you get a feel for this new technology, we've prepared this toolkit of great information and resources, including helpful tips for personalizing your clients' experience.



ACCOUNT VIEW 2.0 AND YOU

Did you know that the average mobile user has 36 apps installed on their phone?

In 2020, 275 million people in the United States accessed the internet via a mobile device, with the majority of users accessing information that's important to them via an app.[1] The world has gone mobile and giving clients access to their financial information via an app is no longer an option for businesses today—it's a necessity.

That's why we're excited for you to explore Account View 2.0, and you can get started by visiting the many resources available to you on the Resource Center. Account View 2.0 enables you to better connect with your clients and have more meaningful conversations about their money, their financial aspirations, and how they're trending toward their goals, rather than hitting a benchmark. You can create personalized recommendations that allow clients to focus on specific goals, rather than market changes.

What's more, a modernized dashboard brings a simple view of their account information so you can address questions and provide helpful guidance about their long-term plans. As new capabilities and features are added to Account View 2.0, even more functionality will be made available to enhance your client communications and strengthen those relationships. Your clients can navigate with ease through the modern and simple design—as well as experience convenience through self-service capabilities and paperless options. Having this type of information easily accessible will ensure your clients feel more connected to you and the strategy you've built together—despite what may be happening in the world around us.

For more on our journey:

Visit the Account View 2.0 section on the Resource Center for more information on upcoming enhancements for 2021.

1 "Smartphone penetration rate as share of the population in the United States from 2010 to 2021," published by leading online statistics portal Statista; February 2021

GUIDING YOU THROUGH ACCOUNT VIEW 2.0

Before you begin sharing information with your clients about the new mobile app and portal, we encourage you to log in and get acquainted with the experience. Use the simple five-step checklist below to review the materials and opportunities we've prepared.

1. **Review** the dedicated section for Account View 2.0 on the Resource Center.
2. **Explore** the many resources available to you that will help with how to get started, branding and customization, how to migrate your existing clients and more. See below for more details on these guides.
3. Watch the "Getting Started" video for quick tips on how to begin with the new Account View.
4. **Access** the new Account View experience in ClientWorks under Menu > Tools > Account View 2.0.
5. **Begin** personalizing your Account View interface through the admin portal. Here, you're able to update your profile photo, add a DBA logo, and brand the experience with your designated colors.

There are also several how-to guides designed to provide you with bite-sized, actionable information for specific functions and tasks. Below is a summary of what's available with links to each guide.

Getting Started: Signing In and Two-Step Authentication

This guide explains how to complete the sign-in and two-step authentication process for the new Account View 2.0 mobile app and desktop platforms.

Customizing Your Account View

Account View 2.0 allows you to customize the platform for your business and your clients' needs. This guide walks you through how to edit your Account View 2.0 profile and layout.

Migration Tool and Investor View

This guide outlines how to migrate a client currently using legacy Account View to Account View 2.0. **Please note: Once a client has activated their Account View 2.0 mobile app and desktop, they will no longer be able to access the legacy Account View.**

Onboarding New Investors

This guide explains how to enroll new clients into Account View 2.0 who have not previously had Account View access.

Client-Led Access

The new client-led access feature makes the onboarding process easier for clients who are not currently using Account View—either the 1.0 or 2.0 versions—by signing up right from the login screen. They won't need to reach out to you or your staff to provide them with access. You can use the client email template and how-to-guide to communicate this to your clients.

GIVE YOUR CLIENTS ACCESS TO THEIR FINANCIAL INFORMATION

Account View 2.0 is the portal your clients use to securely access the status of their financial portfolio and find account-related documents.

WHY USE ACCOUNT VIEW 2.0?

Meet clients with an easy-to-use mobile app. With Account View 2.0 you can:

- Share personalized recommendations using LPL's Client Goals tool
- Provide clients with self-service capabilities that save you time
- Personalize Account View with your brand and contact information

WHAT'S COMING IN 2022?

Account View mobile app and web portal will continue to constantly evolve. As the key to an upgraded client experience, this technology enables you to better connect with your clients, so you can have more meaningful conversations about their money and financial aspirations, as well as how they're trending toward their goals, rather than hitting a benchmark or performing a transactional task.

This year, we'll focus on providing your clients more self-service features and capabilities, such as ACH contributions and mobile check deposit. Plus, we will be sunsetting legacy Account View 1.0 in 2022, and all investors will get to access the upgraded digital experience they want and expect.

View a side-by-side comparison of features of legacy Account View 1.0 vs. 2.0.

YOUR TOP QUESTIONS, ANSWERED

We've received some common questions from the advisors who are already using the product with their investors. Below are the top questions and corresponding answers:

How will my 1.0 clients get started with Account View 2.0?

Once your clients are setup in ClientWorks they will receive an email invite to register for Account View 2.0. They must click on the link to activate their online access. During the process they will be asked to enter the last four digits of their SSN and the email address that we have on file for them. The first time that they login we will send a one-time passcode to their mobile phone number to verify their identity.

How will my clients access the Account View 2.0 from a desktop?

After your clients have completed the activation process, they can access Account View 2.0 at this URL: www.myaccountviewonline.com

How do my clients access Account View 2.0 from their mobile device?

After completing the activation process, clients can download the LPL Account View app from the Apple App Store or Google Play Store. For clients who prefer not to download the app, Account View 2.0 provides a mobile friendly experience when it is accessed via a mobile browser.

Why does LPL require a one-time passcode?

Account View 2.0 uses two-step authentication, which requires the user to take additional steps to authenticate their account. This ensures the user is authorized to access the account. Two-step authentication is in place to better protect your client's accounts and reduce the risk of unauthorized access by verifying access whenever a new device or browser is used.

Does the Account View 2.0 mobile app work with biometric options like Face ID?

Yes. Face ID or Touch ID can be enabled during initial setup of the app or by going to the settings section of the client's profile at any time.

Can clients require a one-time passcode for authentication for each login?

If clients want to require extra security for each login for their mobile device they can choose not to enable a secondary authentication method such as face ID.

As a financial representative, how do I manage Account View 2.0 from my desktop?

Login to ClientWorks under Menu > Tools > Account View 2.0. You'll be able to upload your picture, manage contacts, and view information about your clients who have activated their online access.

I'm having trouble personalizing my Account View. What should I do?

Review the how-to guide for the admin portal customization. If you're still having trouble, our Technical Support Help Desk is available at tech.support.mailbox@lpl.com.

What are the differences between the existing legacy Account View 1.0 and the new Account View 2.0?

We are continuing to add features to the Account View 2.0 mobile app and desktop portal. The new version includes several features not available on the legacy Account View 1.0 platform, including the app for mobile devices and tablets, Client Goals, and multi-factor authentication. For more information, visit the Account View 2.0 section on the Resource Center.

Is there a limit to how many clients I can invite?

No, there aren't any limits to how many clients you can invite. Do you have a handful of clients who want access to the mobile app? Invite them today. As a reminder, once a client has activated their Account View 2.0 desktop and mobile app, they will no longer be able to access the legacy Account View.

Will clients who have the original Account View 1.0 move to 2.0 automatically? When will the original version of Account View go away?

Clients won't be automatically moved to the 2.0 version. If you'd like to move clients over, you can use the Account View migration tool (more information on how to do this is on the Resource Center, as well as the Migration Tool and Investor View How-to Guide). We will be sunsetting legacy Account View 1.0 in 2022, and all investors will need to be upgraded to Account View 2.0..

How can I sign my clients up for Account View 2.0?

Go to the Clients tab in ClientWorks. Next to the client's name, use the context menu to enroll the client into Account View 2.0.

Can I include accounts for both a husband and wife in a single Account View 2.0 profile?

Yes. While each Account View profile provides access to the accounts for a single person by default, you can add a spouse's accounts by adding a secondary investor.

How do my clients go paperless?

Clients can go paperless in the web portal by navigating to the Documents section in the left navigation of the web page. Please reference the eDelivery Resource Center page for more information and the client approved how-to guide on going paperless in Account View 2.0.

Can clients text the advisor through the phone app?

Not yet. In the meantime, LPL offers a compliant texting solution through the MyRepChat application.

Can clients make electronic deposits and withdrawals directly through the site or update/change their ACH bank account information?

This is on our roadmap for delivery later in 2022.

Additional Questions?

If you still have questions, you can view the full Account View FAQs. Also, our Tech Support Help Desk team is ready to answer your questions. You can reach them:

- (800) 877-7210 x6357, option 4.
- tech.support.mailbox@lpl.com

ACCOUNT VIEW

SUPPORTING YOU

Representing your brand is a privilege we take seriously. That's why we're on a mission to deliver a differentiated experience for you and the clients you serve with the Account View 2.0 mobile app and desktop portal. Thank you for trusting us and providing your feedback along the way.

Questions? Please contact our technical support help desk:

- **Email our tech support team with your questions to: tech.support.mailbox@lpl.com**
- **Call Monday – Friday, (800) 877-7210, option 9, option 2. When prompted, say "Account View"**
- **On Saturdays, 10 a.m. – 3 p.m. ET, call (855) 575-2042, option 2.**