

THINKING ABOUT LEAVING A BIG FIRM?

Making the Move: Your Rock-Solid Guide to Leaving a Corporate Financial Firm

STEP-BY-STEP GUIDE

Leaving a large corporate financial firm is a big decision — and it's natural to feel uncertain about what comes next.

At Petra Financial, we meet many people who want more independence, transparency, and personal attention than they can get in a big institution.

This guide walks you step-by-step through what to consider and how to make a smooth, confident transition — one built on clarity and trust.



CLARIFY WHY YOU'RE CONSIDERING A CHANGE

1

Before taking any action, reflect on what's motivating your move:



Do you feel your current advisor is limited by corporate products or quotas?



Are you seeking a fiduciary who is legally required to act in your best interest?



Do you want more transparency around fees, investments, or advice?



Would you prefer a personalized plan rather than a corporate model portfolio?



Are you looking for long-term stability with an independent advisor who owns their practice?

Clarity on “why” helps you *evaluate* new advisors confidently and *avoid* emotional or rushed decisions.

2

Review Your Current Relationship



Gather your latest statements (investment, retirement, and insurance accounts).



Note your account types — IRAs, brokerage, 401(k) rollovers, etc.



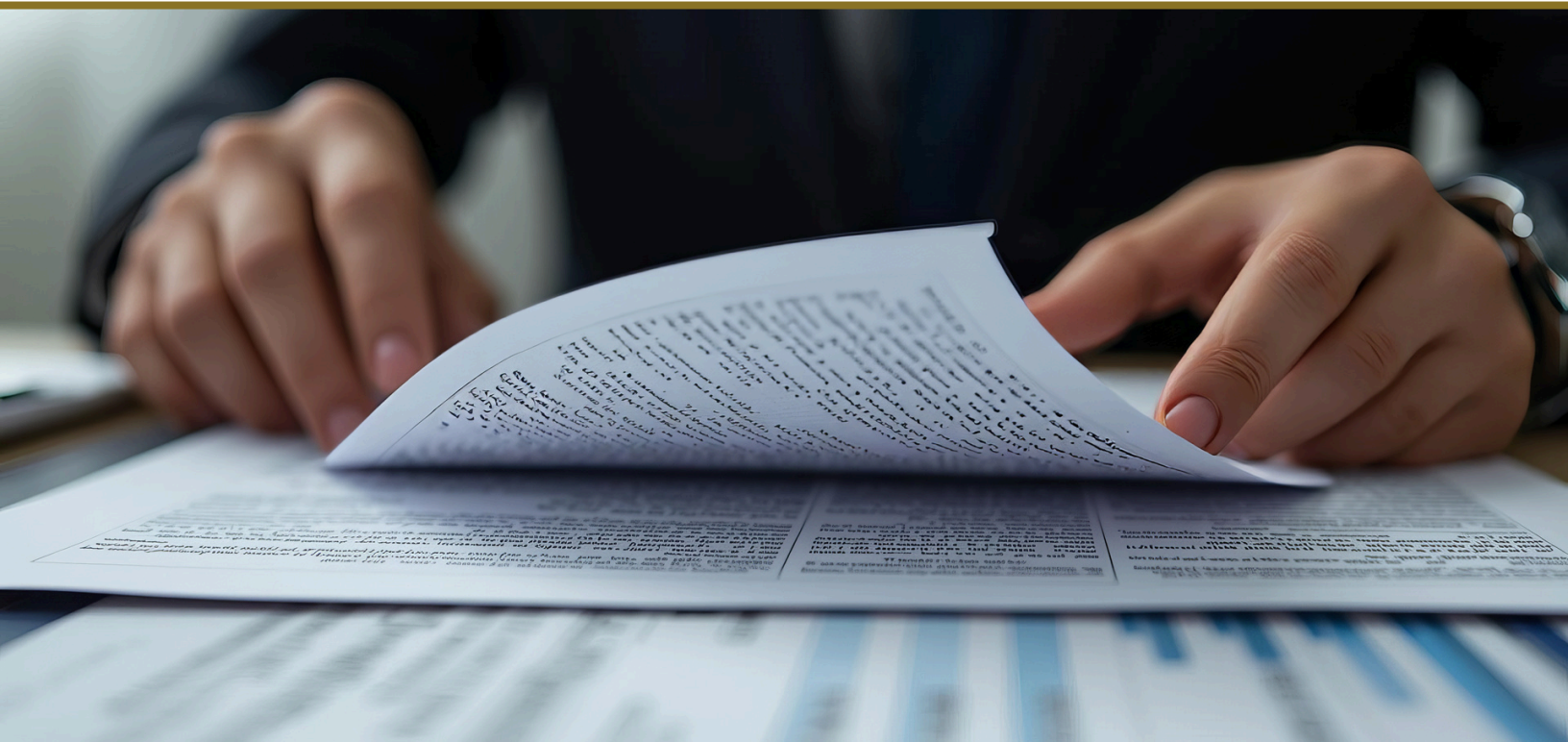
Review your fee structure: What are you paying annually? Are there hidden product costs or commissions?



Identify any held-away accounts or products (like annuities or 529s) that may have surrender periods.



Ask your advisor (if appropriate): “Are you always acting as a fiduciary?” and “Do you have any product or firm incentives?”





3

Research and Compare Independent Advisors



Look for fee-only fiduciary firms (like Petra Financial) who don't earn commissions from products.



Verify registration through FINRA BrokerCheck or the SEC Advisor Info (IAPD) database.



Ask potential advisors:

- *"How are you compensated?"*
- *"What's your investment philosophy?"*
- *"What does your client relationship look like over time?"*



Review their Form ADV (disclosure document).



Schedule an introductory meeting to discuss your goals and concerns.

4

Prepare for the Transition



Make a list of all accounts you want to move and confirm ownership/titling.



Ask your new advisor if the transfers can be done “in kind” (without selling investments).



Review tax implications if any assets must be sold.



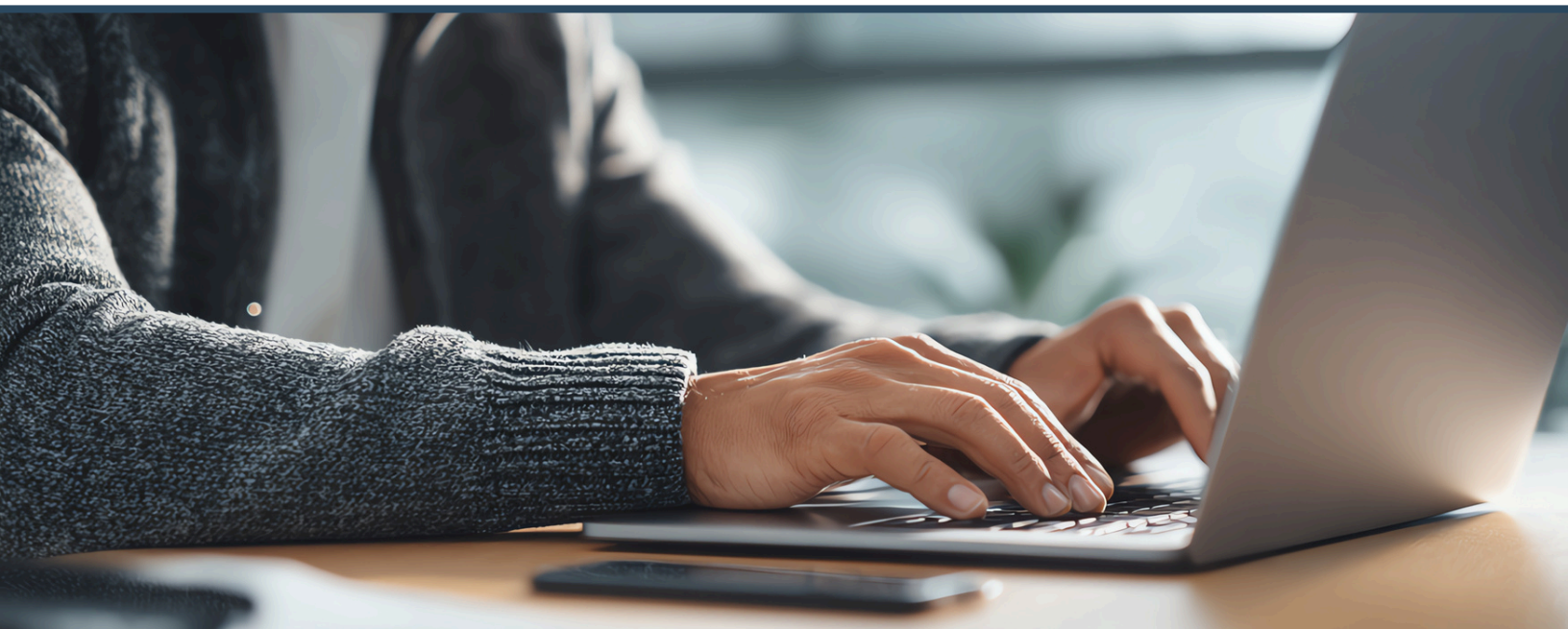
Confirm there are no exit or surrender fees from your current firm.



Keep copies of your most recent statements — these help the new firm transfer accounts smoothly



Make sure you have online access credentials (in case your old firm restricts them after you leave).





5

Make the Move Smoothly



Open new accounts with your chosen firm/custodian (e.g., Schwab, Fidelity).



Sign ACAT transfer forms or rollover paperwork (your new advisor will guide this).



Wait for transfers to complete — typically 5–10 business days.



Verify that dividends, cost basis, and history transfer correctly.



Keep communication professional with your old firm — no explanation is required beyond your request.

6

After the transition



Review your first statements from the new custodian for accuracy.



Confirm your automatic deposits, withdrawals, and beneficiaries are set correctly.



Schedule your first financial review meeting with your new advisor.



Ask for a clear written financial plan that aligns with your goals.



Reflect: Does your new advisor feel more aligned, transparent, and personal?

7

Peace of Mind Checklist

YOU SHOULD FEEL CONFIDENT THAT YOUR NEW ADVISOR:



Is a fiduciary — legally obligated to act in your best interest.



Has no ties to corporate product sales.



Provides ongoing guidance and planning, not just investments.



YOU DESERVE AN ADVISOR WHO:

- ✓ **Acts as a fiduciary — always in your best interest.**
- ✓ **Has no product sales or hidden incentives.**
- ✓ **Provides personalized planning and ongoing guidance.**
- ✓ **Builds a relationship based on trust, clarity, and care.**

You're not just leaving a firm — you're choosing a foundation for your financial future.

AT PETRA FINANCIAL, WE BELIEVE ADVICE SHOULD BE BUILT ON SOMETHING SOLID — INTEGRITY, INDEPENDENCE, AND CARE.

IF YOU'RE EXPLORING YOUR NEXT STEP, WE'RE HERE TO LISTEN, ANSWER QUESTIONS, AND HELP YOU MAKE THE MOVE WITH CONFIDENCE.

LET'S BUILD YOUR FINANCIAL FUTURE ON ROCK-SOLID GROUND.



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