



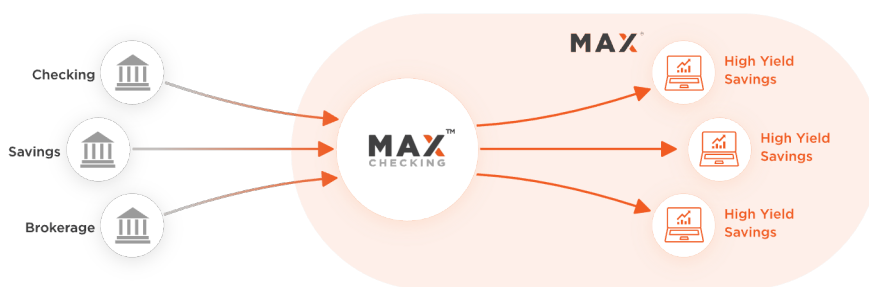
## Advisory Firm Guide: Using Max with Brokerage Accounts & Custodians



### How to Use Max with a Brokerage Account or Custodian

With Max, your clients can earn a higher yield on cash while obtaining increased FDIC insurance coverage on funds held directly in their own bank accounts. There are several ways to use Max with brokerage accounts and custodians.

The most common way of using Max with a brokerage account is to use the brokerage account as one of the funding accounts connected to a Max Checking account (see diagram below).



*Note: Funds can be transferred back and forth in either direction*

**Account Linking (by clients):** Max Checking is a free, integrated checking account, which can be opened by clients in less than 60 seconds and used to handle transfers between a client's high-yield savings accounts as rates change. Clients can add supported checking and brokerage accounts as funding sources.

**Account Funding (by advisors):** Since Max Checking has its own routing and account number, it can be added as an external account at many custodians. To fund a client account, advisors can use Schwab MoneyLink®, Fidelity Electronic Funds Transfer (EFT), or the relevant procedure from your custodian.

Clients can find their Max Checking routing and account number by clicking on "Checking" on the top navigation of their Max dashboard. Once your client has the account information, ask them to share this with you in a secure way. (For security, the routing and account number is not shown on the Max Advisor Dashboard.)

If required by your custodian, a bank letter confirming that your client's Max Checking account is in good standing can be used in lieu of a voided check or bank statement. To obtain such a letter, the client should call Customers Bank at 1-855-398-8159.



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**Account Funding (by clients):** Clients can fund a new Max Checking account directly by logging into Max and linking supported brokerage cash accounts and/or savings or checking accounts. TD Ameritrade, cannot be linked from the Max platform, but advisors or clients can push funds from TD Ameritrade to Max Checking.

**Transfers:** Clients can initiate transfers just as they would on any other account. Transfers can be initiated directly on the Max portal or via the Custodian account.



**Reporting:** Balances can be reported through our integrations with platforms such as Orion®, aggregation providers e.g., Morningstar® ByAllAccounts®, or planning tools such as MoneyGuide®



Regardless of what tools you use, you can also always view your clients' balances on the platform-independent Max Advisor Dashboard, available at no cost to wealth management firms.

### Frequently Asked Questions

#### **Can a client fund their Max account by wire transfer?**

Yes. It's easy to fund an account by wire transfer. Max Checking does not charge any fees for sending or receiving wire transfers, but the client's own existing bank may still charge a fee for initiating a wire.

For the client to obtain their personal wire instructions, they should log into their Max Dashboard and click on the gear icon next to their Max Checking account. The client will scroll down to where they'll find a link to personalized wire transfer instructions, which will include their Max Checking account number.

The client should print or save these instructions and be reminded that Max Checking is powered by Customers Bank, N.A.

#### **How can an advisor or client transfer money back to a brokerage account?**

If Max Checking is linked on the client's brokerage platform, it's easy for an advisor or client to pull funds from Max Checking into the brokerage account as you would with any external account using your normal processes to accomplish this.

Clients may be able to push funds from Max to the brokerage if they linked an external brokerage account to Max Checking, but not all brokerage accounts can be linked on the Max platform.

Since clients typically keep most cash in savings accounts to earn more, it may be necessary to transfer funds back to Max Checking first, and then transfer funds via ACH or wire to their brokerage account. Clients can also wire funds directly from their savings accounts to their brokerage account at any time. Domestic wire transfers to or from Max Checking are free of charge.