

Operating Efficiently in Today's Digitally Driven World

At the start of the pandemic, global wealth management firms began to adapt to a remote work environment while addressing the needs of concerned investors. With Pershing's long-standing, strategic focus on business resiliency and digitization, we were able to quickly leverage existing operations and technology solutions to support our clients during these unprecedented times.

In this easy-to-use guide, we've synthesized best practices and recommendations, including digital methods, that can help you enhance your firm's critical operational processes to improve the experience for your advisors and their investors.

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Respond to today's challenges by adopting these best practices, which can improve efficiency, reduce risk and improve the client experience

Process	Recommendations	Benefits	FAQ
Electronic Delivery	<p>New Accounts</p> <ul style="list-style-type: none"> • During account opening, enroll new accounts in electronic delivery (eDelivery) for all available documents within Client Onboarding (COB) in NetX360® • Pershing's new account form captures consent for eDelivery by default; if your firm uses a different form, ensure it defaults to eDelivery for all available account-related communications <p>Existing Accounts</p> <ul style="list-style-type: none"> • Enroll established accounts using the NetExchange Entitlement System or via Account Services in NetX360 • Your Account Manager can help with a mass enrollment request (100 accounts or more) <p>Investor Access</p> <ul style="list-style-type: none"> • Encourage your investors to self-enroll in eDelivery as this could mean less work for you while giving investors control over the registration process • Discuss how online access via NetXInvestor® is part of your firm's standard account opening and Know Your Client (KYC) process. After receiving consent, create a new User ID for investors and elect eDelivery on their behalf. Investors can manage their preferences at any time via the online portal. To receive electronic communications from Pershing, investors will need NetXInvestor or a portal that offers eDelivery 	<p>Investor</p> <ul style="list-style-type: none"> • Email communication notifies the investor that a new document is ready to be viewed, which eliminates the chance of identify theft from stolen mail • Features a secure, password-protected online investor portal, which can reduce the risk of identity theft • Centralized record keeping features, with search functionality, can help reduce clutter <p>Advisor</p> <ul style="list-style-type: none"> • Provides investors with an enhanced experience with an easy way to access their account communications • Leads to fewer requests for paper reprints • Increases time to focus on comprehensive portfolio management and cross-sell opportunities <p>Firm</p> <ul style="list-style-type: none"> • Reduces paper surcharges and postage costs, which can be redirected to strategic growth initiatives 	<p>Q. What communications are available through eDelivery?</p> <p>A. eDelivery is available for the following:</p> <ul style="list-style-type: none"> • Account statements and reports • Trade confirmations • Tax documents • Notifications • Quarterly Performance Reports • Proxy and reorganization material and other shareholder communications • Mutual funds, exchange-traded funds and unit investment trusts prospectuses <p>Q. What educational videos do you offer?</p> <p>A. Several videos are available related to eDelivery:</p> <ul style="list-style-type: none"> • eDelivery Enrollment in NetXInvestor • Setting up New Accounts for eDelivery in Client Onboarding • NPNX NetXInvestor Creating Subscriber IDs <p>Q. Can an advisor enroll specific investors on their behalf?</p> <p>A. Yes. After your firm receives signed authorization from the investor and delivery preferences are updated, create an eDelivery election using the NetExchange® entitlement system, Account Services or Client Onboarding (COB) via NetX360 to establish enrollment options in eDelivery</p>

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<p>Electronic Signature</p>	<ul style="list-style-type: none"> • Signing up for electronic signature (eSignature) allows advisors and investors to sign forms electronically, eliminating the need to print and sign forms manually while having the same legal standing as a handwritten signature • While SIGNiX is Pershing's preferred integrated eSignature solution, your firm can choose to enter into a contract with any Pershing-approved eSignature provider (see list in the FAQ column) • To use eSignature, a storage solution is required. One choice is through Albridge, a Pershing subsidiary. The Albridge solution is fully integrated with NetX360 and a convenient way to store eSigned documents, which can be automatically indexed to the investor's account for ease of access 	<ul style="list-style-type: none"> • Advisors who use Pershing's integrated solutions can implement eSignature quickly with a simple configuration • Streamlines the COB process, which can increase operational efficiency by allowing documents to be sent, signed and returned the same day • Offers several options for advisors to pre-populate their clients' data—they can use NetX360, their source systems or their own Customer Relationship Management tool with a digital signature during COB • Electronic signatures can be used with many types of documents, allowing advisors and investors to digitally complete onboarding tasks remotely from any location • Using eSignature can reduce the time it takes to open and fund an account • Investors can save paper and postage • Allows for multiple parties to sign documents • Provides documentation for audits 	<p>Q. What educational videos do you offer?</p> <p>A. eSignature videos include:</p> <ul style="list-style-type: none"> • Demonstration: How to Utilize eSignature Within NetX360 • Getting Your Documents Signed Faster with eSignature (SIGNiX) • Getting Your Documents Signed Faster with eSignature (DocuSign) • eSignature for Client Onboarding: Using Integrated SIGNiX for Account Opening • eSignature for Corestone: Using the Electronic Only Account Application with Integrated SIGNiX • eSignature for Subscribe: Using Integrated SIGNiX for Annuity Orders <p>Q. What systems and solutions use eSignature?</p> <p>A. eSignature can be used with the following in NetX360:</p> <ul style="list-style-type: none"> • COB: new account opening paperwork and account funding forms • Subscribe®: annuity order paperwork • Managed Account Solutions proposal system: investment proposal • Corestone®: electronic-only accounts <p>Q. Which eSignature vendors are Pershing approved?</p> <p>A. Approved providers include:</p> <ul style="list-style-type: none"> • SIGNiX (integrated with COB) • DocuSign (integrated with COB) • Adobe Sign (formerly EcoSign) • OneSpan Sign (formerly eSign Live) • Agreement Express

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<p>Money Movement</p>	<p>Move transactions from paper to electronic processes</p> <ul style="list-style-type: none"> Investors and advisors can set up standing instructions at the time the account is opened and initially funded, including the selection of electronic money movement options Advisors should increase their use of electronic money movement transactions whenever possible and encourage investors to do the same Investors and advisors can both use Automated Clearing House (ACH) transfers for both deposits and withdrawals Advisors can use mobile check deposits via NetX360 and encourage their investors to use NetXInvestor for their mobile check deposits Advisors can use Federal fund wiring via NetX360 for withdrawals 	<ul style="list-style-type: none"> Reduce processing delays caused by the physical receipt and reconciliation of checks. Help ensure funds are credited to investors' accounts in a timely manner Enhance the client experience as a result of significantly fewer Not In Good Order (NIGO) checks that would need to be returned to the investor Create greater efficiencies for the advisor when investors perform their transactions independently 	<p>Q. What educational videos do you offer related to money movement?</p> <p>A. Several are now available:</p> <ul style="list-style-type: none"> Initiating Fed Fund Wires Creating Standing and Periodic Instructions ACH Deposits ACH Withdrawals NetXInvestor Funds Transfer <p>Q. Where can I get more information on mobile deposits, including daily maximums?</p> <p>A. User Guides, and a Mobile Check Deposit FAQ, are available in NetX360 > Resources. Contact your Relationship Team for information on daily maximums</p> <p>Q. What types of checks are acceptable for deposit and what information is required?</p> <p>A. See check deposit guidelines in NetX360 > Resources. In the memo field of the check being deposited, state the investor's account number and type of deposit (e.g., transfer)</p>
<p>Physical Certificates</p>	<p>Reduce or eliminate custody of physical certificates</p> <ul style="list-style-type: none"> Submit negotiable and non-restricted share certificates directly to the transfer agent instead of Pershing. After the transfer agent converts the physical certificate to electronic shares, input instructions in the Direct Registration System (DRS) for Pershing to receive the shares on our platform Do not submit certificates classified as worthless or zero value or for an investment that is not currently traded on an exchange Ensure the certificate submitted is negotiable, that the investor's account is open and the account number is clearly noted on the physical certificate and all related documentation 	<ul style="list-style-type: none"> Enhance the client experience as a result of fewer lost or missing certificates Lower costs related to the physical custody of certificates, including transfer agent certificate cancellation fees and safekeeping fees for certificates with no value Permit the physical certificates that were properly submitted to be sent for immediate deposit 	<p>Q. Do you have an educational video related to physical certificates?</p> <p>A. One is now available:</p> <ul style="list-style-type: none"> Physical Certificates Processing Best Practices <p>Q. What is the best method to mail physical certificates to Pershing?</p> <p>A. Continue to mail certificates to your usual location:</p> <p>Pershing LLC 1 Pershing Plaza Jersey City, NJ 07399 Attn: Custody Department</p> <p>Pershing LLC 300 Colonial Center Parkway Lake Mary, FL 32746 Attn: Custody Department</p> <p>Q. What do I do with older certificates such as those more than five years old?</p> <p>A. Contact your transfer agent administrator to confirm the status of the certificate to avoid processing rejections and courier costs</p>

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Mutual Fund Processing	<p>Reduce the number of physical transfer instructions sent by mail to the Mutual Fund processing team</p> <ul style="list-style-type: none"> • Submit all investor authorization forms via document upload • Retain the original transfer instructions signed by the investor. Pershing will help coordinate delivery if the mutual fund provider requests the original transfer instructions 	<ul style="list-style-type: none"> • Eliminate the need to mail documents, which reduces courier costs • Expedite processing turnaround times as documents route through workflow 	<p>Q. What are the service level agreements with regard to mutual fund transaction processing?</p> <p>A. All documents received prior to 12 pm ET will be processed the same day. Any documents received after cutoff will be processed the following business day</p> <p>Q. What index document type should be used in NetX360?</p> <p>A. Please utilize index document type 'MFTR' (mutual fund transfer)</p>
Non-ACAT Processing	<p>Reduce physical documentation related to non-ACAT processing</p> <ul style="list-style-type: none"> • Submit all incoming non-ACAT transfer forms via document upload • Outgoing non-ACAT transfer paperwork can be faxed into server for review and processing 	<ul style="list-style-type: none"> • Reduce courier costs • Help prevent outgoing transfer paperwork from getting lost in the mail • Improve processing time 	<p>Q. What fax number should I use for outgoing non-ACAT transfer processing?</p> <p>A. The fax number is 866-355-5572</p> <p>Q. Is the investor's original signed paperwork required for incoming non-ACAT transfers?</p> <p>A. The investor's original signed transfer forms are not required for incoming non-ACAT transfers unless the delivering contra firm requires them</p> <p>Q. What index type should be used in NetX360?</p> <p>A. Please use index document type "TFRR" for incoming account transfers and "CBTF" for outgoing non-ACAT account transfers</p>
Alternative Investment Processing	<p>Image all documents and forms required for processing transactions to an account or attach to a Service Center request</p> <ul style="list-style-type: none"> • Do not mail any physical documents for alternative investment processing unless the document specifically states that originals are required • Alternative investment documents have either a document workflow or a Service Center request path in which documents can be submitted for processing • To avoid duplicative work, do not image a document and also submit a separate Service Center request. If you choose to image a document, be sure to use the correct codes (see FAQ) 	<ul style="list-style-type: none"> • Help prevent documents from getting lost in the mail • Improve processing time 	<p>Q. What key document codes should I use when uploading documents?</p> <p>A. Please use the following document codes:</p> <ul style="list-style-type: none"> LTDP—Subscription documents LPRE—Death/divorce distribution documents BCAL—Retail networking requests LPBA—Account maintenance documents <p>Q. How do I process a redemption document or an asset that is not eligible on the order entry system?</p> <p>A. Submit a Service Center request and attach the required document</p>

For more information, contact 888-367-2563 or visit [NetX360 > Resources](#).

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