CreativeOne Entities Rebranding

FAQs

What are the new names?

Client One Securities is navigating to CreativeOne Securities, LLC.
ChangePath, LLC is navigating to CreativeOne Wealth, LLC.
CreativeOne' s name will remain the same.

Where can I learn more about the name change?

You can view information about the name change, watch a video from our President, Mike Miller and access additional information on the name change here: https://creativeone.com/2022transformation/.

Why are the names changing?

We want to be the one financial partner you rely upon. In an effort to create a more cohesive team and elevate services, teamwork is key. This means you'll see some new faces among the extended CreativeOne family.

Are Client One and ChangePath combining with CreativeOne?

No, CreativeOne Wealth (ChangePath) and CreativeOne Securities (Client One Securities) will remain their own entities under the Creative One umbrella.

Who is affiliated with the new entity names?

CreativeOne Securities

After much consideration, Client One Securities is excited to announce we have renamed ourselves "CreativeOne Securities, LLC." For years, Client One Securities has been affiliated with ChangePath, LLC, a SEC-registered investment advisory firm, and Creative One Marketing Corporation ("CreativeOne"), a wholesaler of independent life and annuity products, through common ownership. Each affiliate has focused on providing back-office support services, advisory training and education, compliance support, and business consultation services to independent financial professionals in each of their respective fields. To better align our affiliation, effective March 31st, 2022, Client One Securities changed its name to "CreativeOne Securities, LLC." This renaming update does not impact individual client account(s), investments within account(s), fees associated with account(s), or require the completion of additional paperwork.

CreativeOne Wealth

After much consideration, ChangePath is excited to announce we have renamed ourselves "CreativeOne Wealth, LLC." Since its inception, ChangePath has been affiliated with Client One Securities, LLC, a FINRA-member independent broker-dealer, and Creative One Marketing Corporation ("CreativeOne"), a wholesaler of independent life and annuity products, through common ownership. Each affiliate has focused on providing back-office support services, advisory training and education, compliance support, and business consultation services to independent financial professionals in each of their respective fields. To better align our affiliation, effective March 31st, 2022, ChangePath changed its name to "CreativeOne Wealth, LLC." This renaming update does not impact individual client account(s), investments within account(s), fees associated with account(s), or require the completion of additional paperwork.

How will reimbursements and commissions be handled?

They will be handled in the same manner as before. Our commissions, accounts payables, accounts receivables will make the name-change transition. You'll see this reflected on upcoming billing and commissions statements. The names will change accordingly:

Bill to *CreativeOne, CreativeOne Wealth, CreativeOne Securities*
Remit to *CreativeOne, CreativeOne Wealth, CreativeOne Securities*

Will I get an updated 2022 fee schedule?

Fee schedules will remain the same. CreativeOne Wealth will update their name and send out by the end of May, 2022. CreativeOne Securities will have no changes to their existing 2022 fee schedule.

INVESTOR COMMUNICATIONS & CHANGES

Will my clients need to submit new paperwork?

No, investors and clients are not required to make changes. CreativeOne Securities and CreativeOne Wealth are the same organizations and there are no material updates to investor/client accounts or services. This is merely a name change to solidify the organization and more cohesively align resources for our advisers and registered representatives. The only change you'll have moving forward are adding the new entity names to new account forms in leu of former names.

Will you reach out directly to my clients?

No, not outside of the required annual ADV notice. The ADV mailing/email is required by regulators, and the only time we'll communicate directly to your clients regarding the name change of the firms.

Will CreativeOne Securities broker-dealer clients be notified?

Brokerage clients who are not with Pershing will be notified via mail. Those with Pershing brokerage accounts will have notifications within the Pershing system after the standard login process.

When are clients receiving updates about the ADV 2A and Form CRS?

For CreativeOne Wealth, during the week of April 25, 2022.
For CreativeOne Securities, during the week of April 25, 2022.

CreativeOne Wealth:

The ADV 2A and Form CRS have been updated to reflect the name change, and other documents will follow in short order. As always, updated materials can be found in the CreativeOne Wealth Resource Center. *https://adviser.changepath.com/resources.*

CreativeOne Securities:

For Clients of CreativeOne Securities' RIA, the ADV 2A and Form CRS will be updated the last week of April 25, 2022, on the website: www.clientonesecurities.com.

When will the ADV 2Bs be updated?

For CreativeOne Wealth, the ADV 2B will be updated to adviser's vaults by May 15, 2022.

For CreativeOne Securities, the ADV 2B will be updated for advisers and loaded on the cloud by May 15, 2022.

When will new forms be available?
For CreativeOne Wealth, all forms will be updated in the Resource Center by June 1, 2022. (https://adviser.changepath.com/resources and after the transition July 13, 2022: https://adviser.creativeonewealth.com/resources). CreativeOne Securities will have all forms updates on the Cloud by June 1, 2022. Docupace will be updated in July 2022.

Will I need to include the new names on brokerage account forms for insurance carriers?
For CreativeOne Securities brokerage clients, all carrier forms should have the new name effective May 1, 2022.

Will third-party managers, CreativeOne Securities and CreativeOne Wealth vendors be updated?
All carriers and third-party managers are being notified via email on April 13, 2022.

When will you stop accepting old forms?
Because this is a transition, all client-facing form updates are our first priority for both CreativeOne Securities and CreativeOne Wealth. We have no interest in offices reinking paperwork with clients! As of June 1, 2022, all forms will be updated, please reference these. We will no longer accept former forms with the "Client One Securities" or "ChangePath" monikers after August 1, 2022.

Will the Client One or ChangePath App Change?
Yes, but not until May 2, 2022, "Client One Securities" and the "ChangePath" icon will be updated to with new iconography:

Blue = CreativeOne Securities
Green = CreativeOne Wealth

Will the company website change?
For CreativeOne Wealth, the adviser-facing site has been updated. The consumer site (www.changepath.com) will change on July 13, 2022. At that time, any searches for www.changepath.com will be redirected to creativeonewealth.com.

*For CreativeOne Securities, the website has been updated to reflect the new name. We'll navigate the site name to **www.creativeonesecurities.com** on July 13, 2022. At this time, we'll redirect www.c1s.net and www.clientonesecurities.com visitors to the new site, www.creativeonesecurities.com.*

EMAIL ADDRESSES

Will I need to change my Client One Securities and/or ChangePath email address?

For those using alias domains and email addresses, there will be little to no change.

Will there be changes to CreativeOne Securities emails?

We are working with Workplace by Venn (formerly OS33) to update the new domain on emails. More information will be coming to you through Workplace. Stay tune for updates and instructions. We'll continue to send information in the upcoming weeks.

Will there be changes to CreativeOne Wealth emails?

For those individuals who use their own alias, (e.g., joe@financialABC.com) there will be no immediate changes.

Step One: Behind the scenes, every adviser's and admin's aliases has a newly established domain: e.g., [first letter first name][last name][@creativeonewealth.com].

*Step Two: On June 13, 2022, all email accounts using the "changepath.com" email domain will be updated to reflect the new creativeonewealth.com domain in all **REPLY** emails.*

Step Three: During the week of July 18th, email logins will be updated. More information regarding this process will come in upcoming weeks.

Where can we redirect questions regarding emails?

All email questions can be directed to:

CreativeOne Securities = *operations@c1s.net*
CreativeOne Wealth = operations@changepath.com *or* *operations@creativeonewealth.com*

MARKTING COLLATERAL

Do we have to immediately update marketing collateral?

No, there is no immediate timeframe in which collateral should be updated. Our teams will be reaching out to kick-start a discussion over the next few months and have edits in a timely manner over the next year.

What marketing materials need to be updated?

All materials that include: "ChangePath" or "Client One Securities" will need to be included in the disclosure update. Typical items may include: business cards, books, flyers, websites, social media, videos, presentations, letterhead, signage, postcards, envelopes, etc.

What specifically will CreativeOne help me change?

Any instances of the following verbiage should be edited:

- *"Client One Securities, LLC." should be changed to "CreativeOne Securities, LLC."*
- *"Client One" should change be changed to "CreativeOne Securities"*

Search and find function should look for key text strings:

- *"ChangePath, LLC." should be changed to "CreativeOne Wealth, LLC."*
- *"ChangePath" should be changed to "CreativeOne Wealth"*

If you choose not to reprint items and use readily available supplies until April 29, 2023, you can use a sticker to cover the ChangePath/Client One with the correct disclosure language on marketing materials. If you have questions, our team can help with this process.

Will I be required to resubmit marketing collateral with updated CreativeOne Securities and CreativeOne Wealth language?

For CreativeOne Securities
All updates to disclosures and naming convention changes need to be submitted to CreativeOne Securities to advertising@c1s.net.

<and/or>

For CreativeOne Wealth
All updates to disclosures and naming convention changes need to be submitted to CreativeOne Wealth through Charles Schwab CT https://client.schwabct.com/login.do.

EXCEPTION for CreativeOne Securities and CreativeOne Wealth!
If the CreativeOne Account Management Team are handling updates to marketing materials: they will submit on behalf reps and advisers to compliance to the appropriate entities. (Note: This is an exception to the standard approval process to help remove steps in the process).

Who can help me update marketing materials?

Working synergistically as a larger organization, you'll get exposed to new faces of CreativeOne! Our team of Account Managers help execute adviser and rep marketing projects through our Business Accelerator Credits Program. This team will help change disclosures and naming conventions to your marketing collateral. We may need to get creative design files, social media, or website credentials to get started! We've staffed-up to help execute additional projects! We will continue to work with new advisers and reps each week to navigate these naming convention changes and disclosures on documents in a timely manner. The CreativeOne Securities and CreativeOne Wealth team will schedule first meeting kick-offs with offices and Marketing Account Management teams starting May through September.

What if I don't have Business Accelerator Credits (BAC)s?

Our team has a system in place to help all Securities and Wealth offices. You will not need BACs to work with our talented Marketing Account Management Team. They are here to help you with the transition.

What if I want to make other changes to my marketing projects?

If your team has additional updates and needs to make edits beyond naming conventions and disclosures, marketing collateral can be updated by utilizing BACs. Our team will handle those on an individual basis.

What if I hire out my marketing support?

Our team is here to help you with every step of the way and help facilitate your updates.

When will you start updating marketing materials?

Individuals from the CreativeOne Securities and CreativeOne Wealth teams will begin reaching out to offices the first week of May and continue to make first introduction through the upcoming months. They will initially reach out to schedule meetings to address disclosures and BD/RIA naming conventions on marketing materials. We'll also have an online questionnaire to request updates and schedule time with our Account Management Team.

What if I don't know who my Marketing Account Executive is with CreativeOne?

Individuals from the CreativeOne Securities and CreativeOne Wealth teams will reach out to schedule time with you or your team and start introductions! The Account Management Team can be reached through CreativeOne's main phone number 800.992.2642

Wealth and Securities Account Management Team

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Can I submit marketing requests to the team?

*Yes, on the **last week in April**, we'll push out an online questionnaire to request marketing support. You'll be asked the following information to start the process. After you submit your information, our team will be in touch within the week.*

First Name	*Last Name*
Email	*Group*
Website	*Phone #*
Description of materials needed.	

How long can I use my marketing materials with the Client One Securities or ChangePath disclosures?

We will be working with advisers and representatives over the several months to update disclosures and naming conventions on all marketing materials. By April 29, 2023, all marketing materials need to be updated with the new disclosure and monikers. Our team will be happy to assist with this process.

What if I don't want to reprint my marketing material?

If you choose not to reprint items and use in-house supplies until April 29, 2023 and thereafter, you can use a sticker to cover the ChangePath/Client One with the correct disclosure language on marketing materials. If you have questions regarding this process, our team can help create a label template.