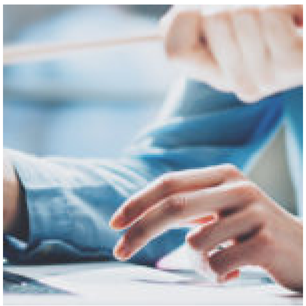
No More Paper: Five Integrations to Help You Open New Accounts Digitally



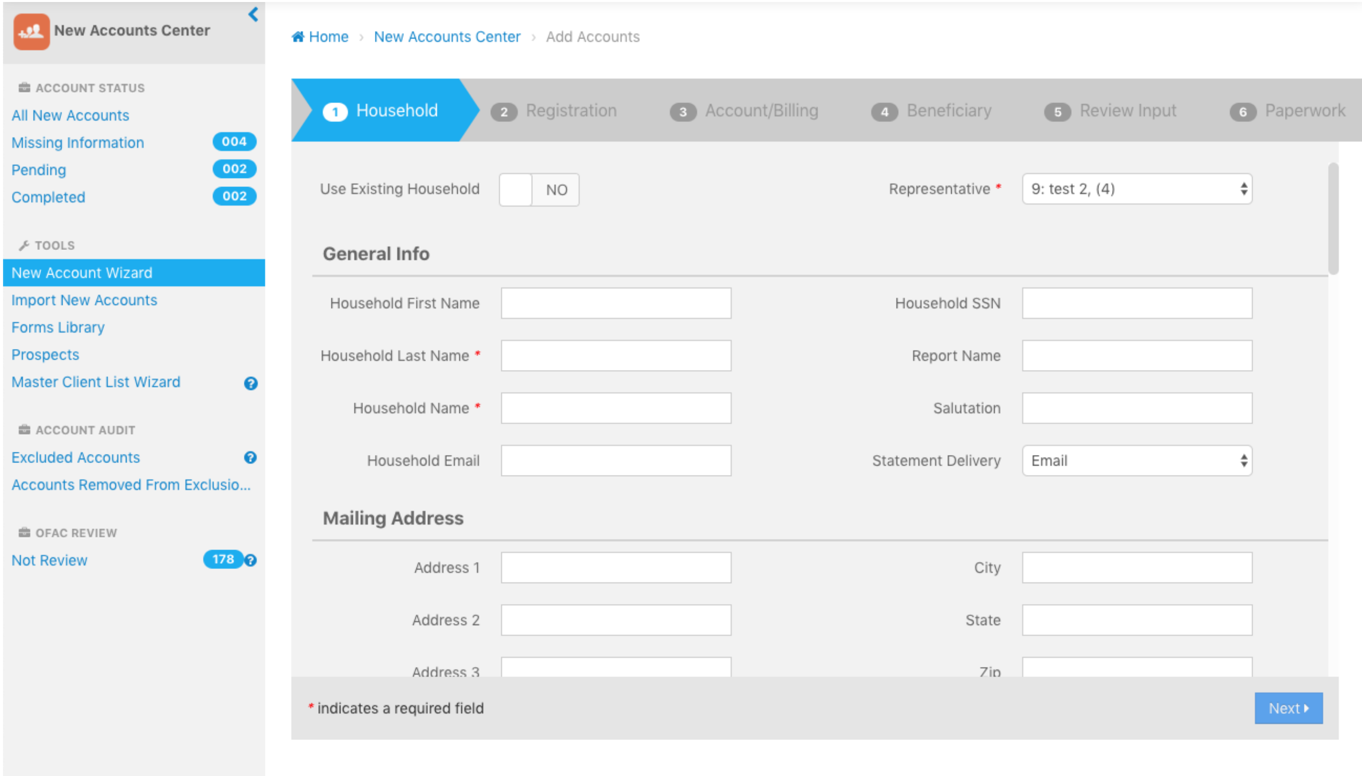
Orion’s innovative technology platform is designed to help financial advisors operationalize their vision for success by making their day-to-day work more efficient. This includes one of the most common tasks advisors complete: opening a new account.

Creating new accounts and submitting paperwork to custodians can also be one of the most tedious parts of an advisor’s duties, which is why Orion is continually working to make the process smoother for both advisor and client. After all, the faster you can get new accounts up and running and with fewer errors, the more clients you can onboard.

Along with the many streamlined tools that advisors can use to open a new account, Orion also offers several partner integrations to make account opening quicker. For this week’s Tech Tip, we look at five integrations that help expedite the account opening process within Orion Connect.

Creating New Accounts from CRMs

Two of our customer relationship management (CRM) partners, Redtail and Salesforce, have the ability to push prospect data directly into the Orion New Account Wizard—reducing room for error and making the process that much simpler.

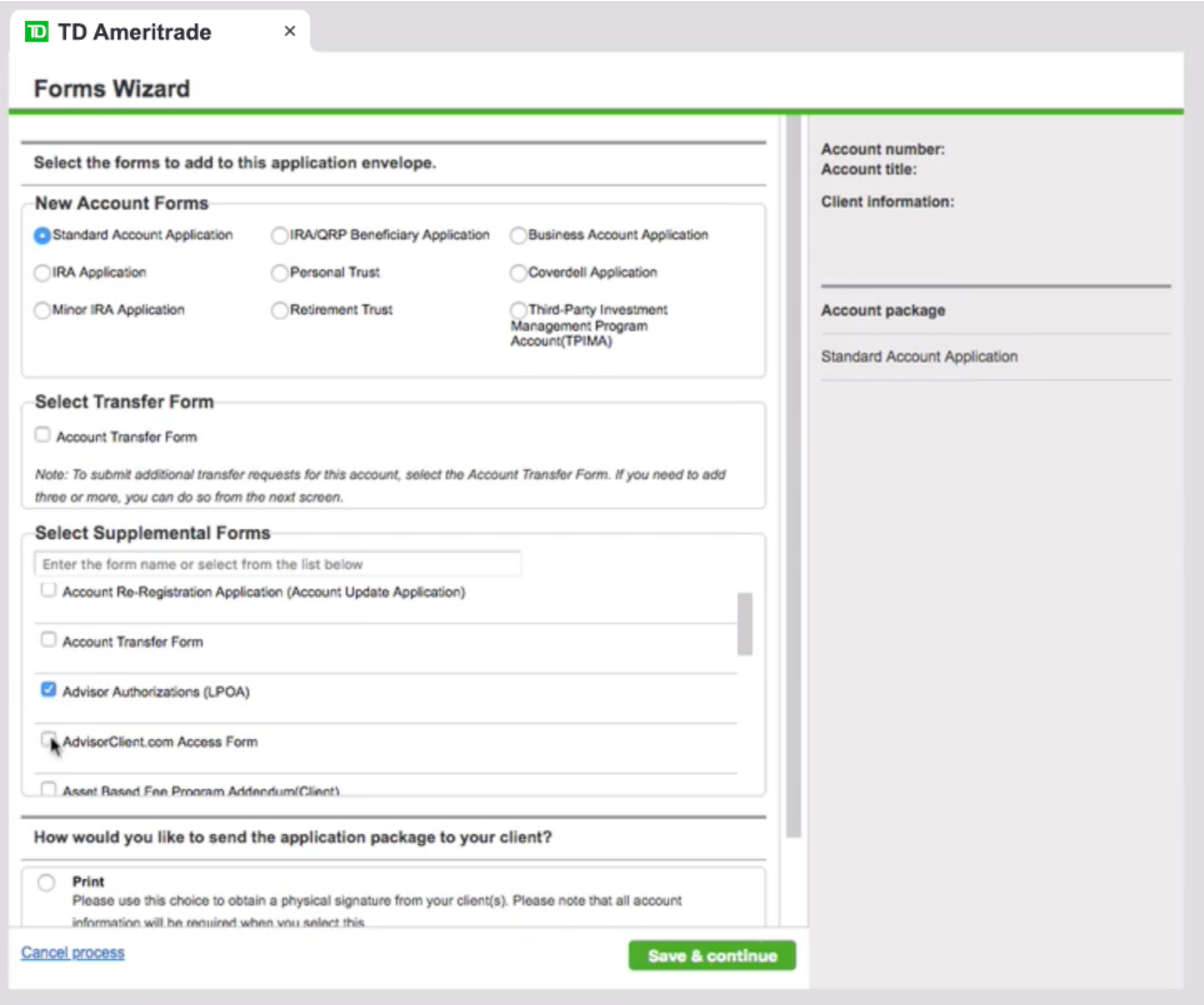


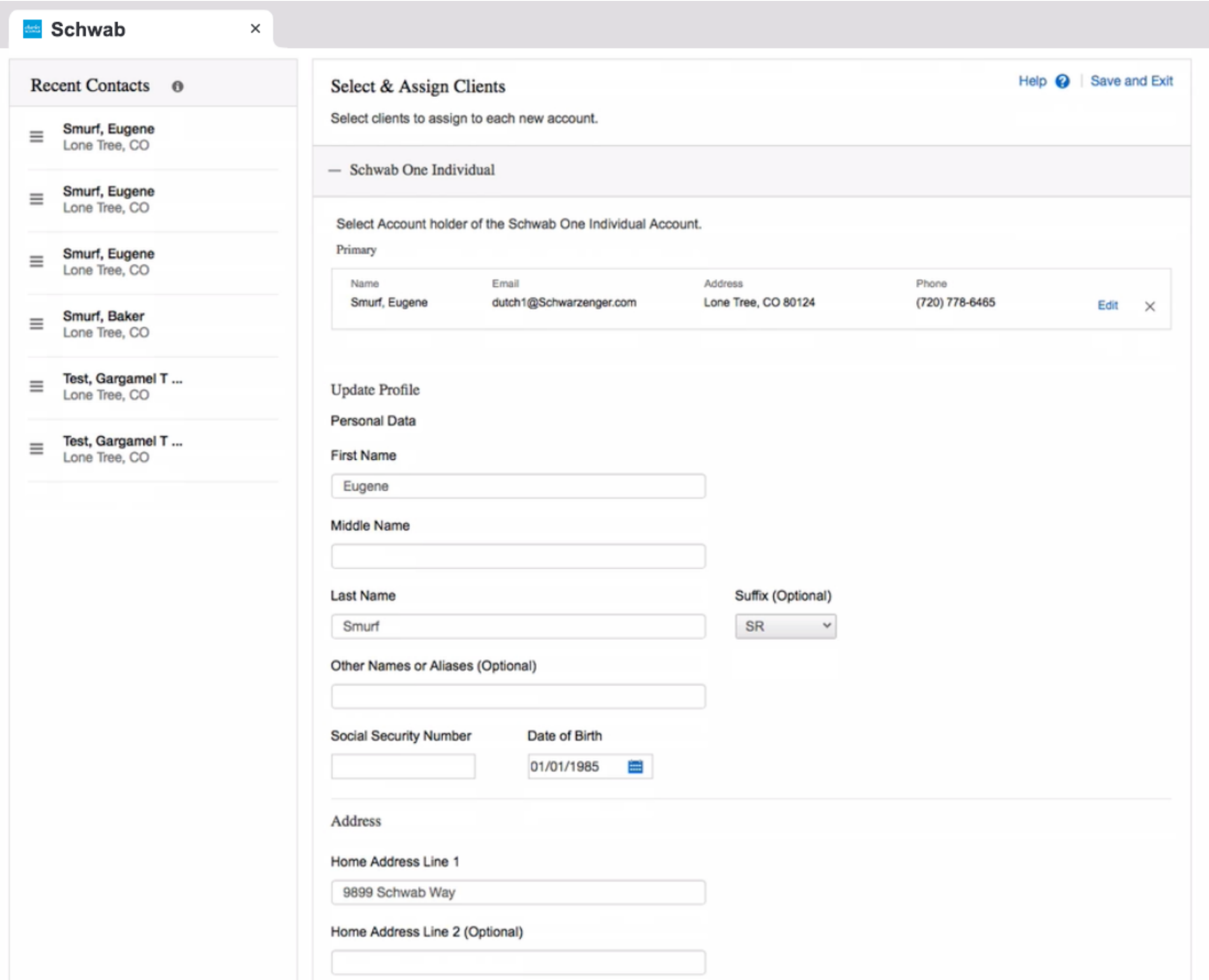
With both partners, you simply set up the integration and then push the prospect data into the Orion New Account Wizard. From there, you can complete the information on the household and account levels to create the shell account in Orion.

Sending New Accounts to Custodians

Once the shell data is in Orion, we have three custodial integrations — TD Ameritrade, Schwab, and Fidelity — that will accept the data directly from Orion into their digital account opening processes.

Here are what the new account wizards look like for TD Ameritrade, Schwab, and Fidelity, respectively:


TD Ameritrade
Forms Wizard
Select the forms to add to this application envelope.
New Account Forms
Standard Account Application
IRA/QRP Beneficiary Application
Business Account Application
IRA Application
Personal Trust
Coverdell Application
Minor IRA Application
Retirement Trust
Third-Party Investment Management Program Account(TPIMA)
Select Transfer Form
Account Transfer Form
Note: To submit additional transfer requests for this account, select the Account Transfer Form. If you need to add three or more, you can do so from the next screen.
Select Supplemental Forms
Enter the form name or select from the list below
Account Re-Registration Application (Account Update Application)
Account Transfer Form
Advisor Authorizations (LPOA)
AdvisorClient.com Access Form
Asset Based Fee Program Addendum(Client)
How would you like to send the application package to your client?
Print
Please use this choice to obtain a physical signature from your client(s). Please note that all account information will be required when you select this.
Cancel process
Save & continue
Account number:
Account title:
Client information:
Account package
Standard Account Application


Schwab
Recent Contacts
Smurf, Eugene
Lone Tree, CO
Smurf, Eugene
Lone Tree, CO
Smurf, Eugene
Lone Tree, CO
Smurf, Baker
Lone Tree, CO
Test, Gargamel T ...
Lone Tree, CO
Test, Gargamel T ...
Lone Tree, CO
Select & Assign Clients
Help
Save and Exit
Select clients to assign to each new account.
Schwab One Individual
Select Account holder of the Schwab One Individual Account.
Primary
Name
Smurf, Eugene
Email
dutch1@Schwarzenger.com
Address
Lone Tree, CO 80124
Phone
(720) 778-6465
Edit
Update Profile
Personal Data
First Name
Eugene
Middle Name
Last Name
Smurf
Suffix (Optional)
SR
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Social Security Number
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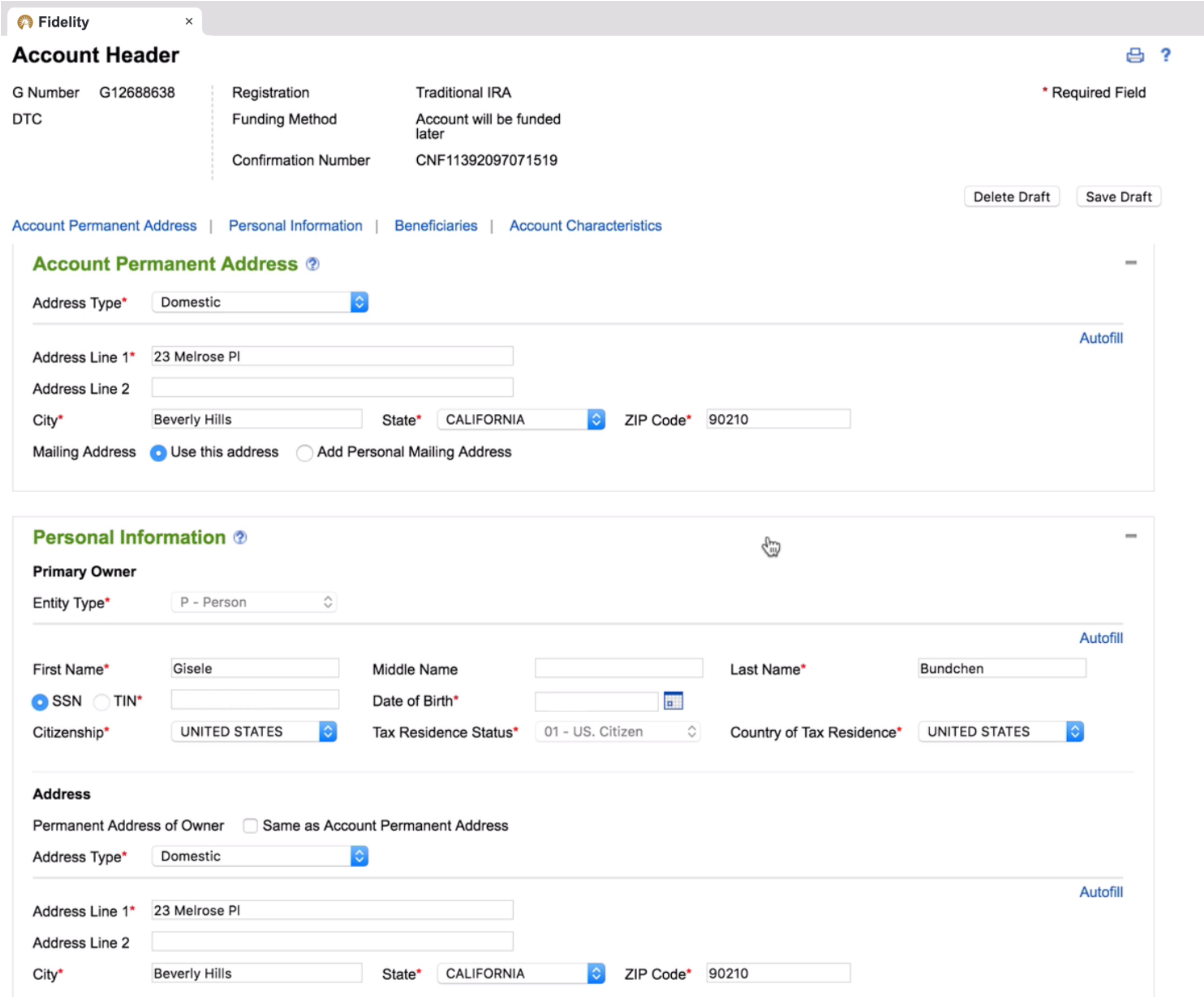
Address
Home Address Line 1
9899 Schwab Way
Home Address Line 2 (Optional)



This digital process prevents manual entry errors that are a leading cause of frustration and delays during the account creation process.

More Resources

The aforementioned integrations are just a handful of the 100-plus integrations we offer within Orion Connect to help you build your tech stack.

Want more information about setting up integrations within Orion Connect? Contact our Integrations Team through the in-platform chat or by emailing integrations@orion.com.

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