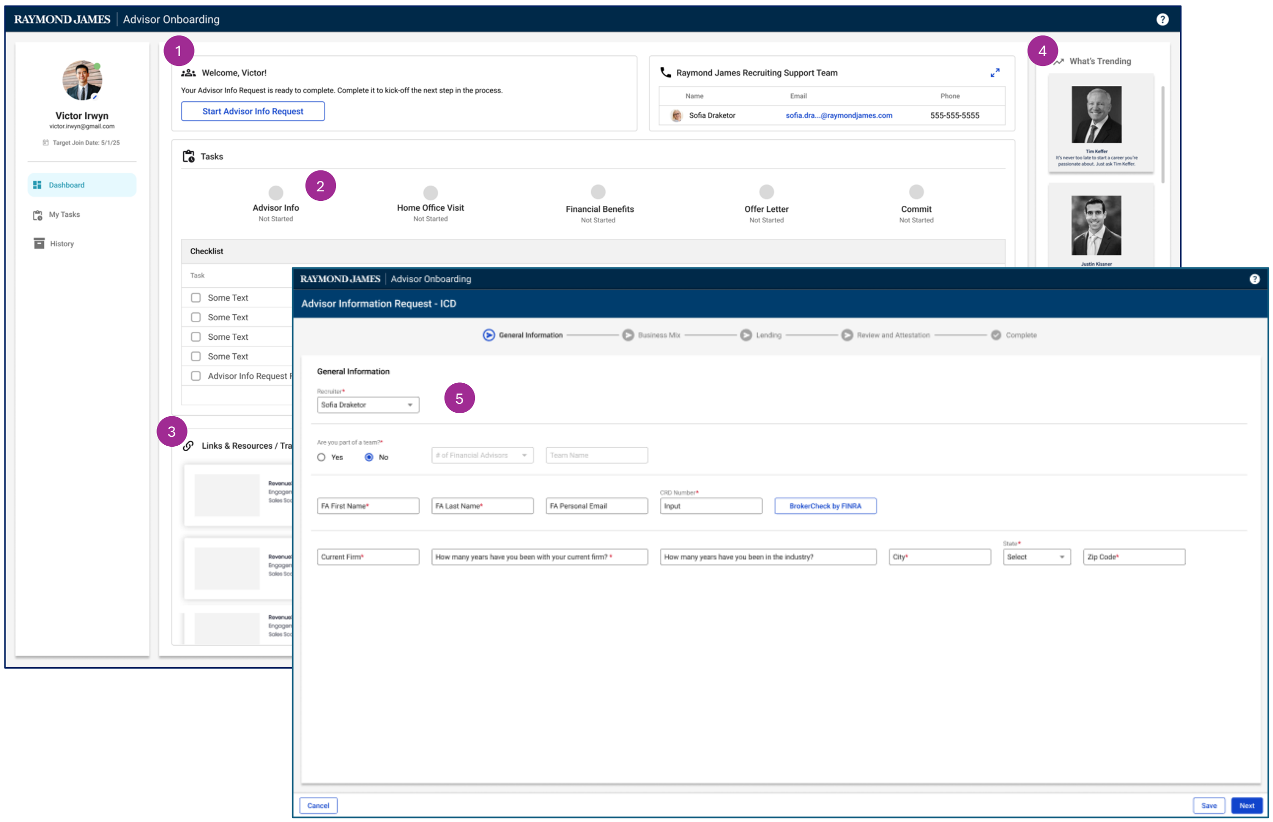
Advisor Transition Hub | Prospect / Advisor Facing Experience



The prospect's landing page is where they will go to complete asks from recruiters, track status of recruitment activities, and access RJ collateral.

1. **Focus Actions**
   The prospect will quickly be able to see what's needed from them and access the next step to complete requests (e.g., AIR).

2. **Status Tracking**
   The prospect can see where they are in the recruitment process and what's needed from them to complete.

3. **Training, Content, "Hot Topics"**
   Proactively surface marketing materials, product overviews, or other resources to help the prospect make the decision to join Raymond James.

4. **Trending Content**
   A feed will display Raymond James social content, news articles, and potentially testimonials for the prospect to see what's the latest at the firm.

5. **Digital Information Gathering and Submission**
   Prospects will be able to provide information within a digital form, accessed from their portal.

   Notifications will be sent to appropriate parties upon completion, including approval workflows where appropriate.