

Transition Preparation

From Securities America to Osaic



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Laurie Humphrey is an independent financial advisor with two support staff and a paraplanner. Early in her career she worked at [Granite Financial](#) and then as a brokerage manager for a long-term care insurance agency, training more than 2,000 agents. In 2006, she returned to Granite Financial in client service and marketing roles. When she obtained her licensing, she began helping clients create strategies and build plans based on their individual situations and goals. More than a decade ago, she purchased the practice and assumed leadership of the company she had helped grow.

Preparing for the Transition to Osaic:

✓ Know the Big Picture

“There’s a [six-hour on-demand training](#) that every advisor should watch. It may seem easy to just have your team watch it, but then would you fully be prepared to help them if you don’t understand the big picture? It’s an on-demand training. Set the time aside to watch it and discuss with your team. Find out what questions you all have, and then email them to journey2one@osaic.com.”

✓ Use the Transition Portal!

“Our transition date in June 14. Osaic started offering support and communications to use back in February. On [the portal](#) you can find the [Transition Checklist](#), [Client Resources](#), and more. And, if you have questions, use journey2one@osaic.com.”

✓ Communicating with Clarity & Frequency

“I decided to rebrand our DBA at the same time as Securities America is becoming Osaic. So, we’re leaning heavily into communicating with our clients. Here’s how we’re doing it and what we’re saying.”

- When & Where: During client reviews, meeting confirmation emails, formal email communications and a good old fashioned paper mailing to their homes!
- What we’re saying: Osaic is our back office support, just like Securities America has been for years. We’re getting enhanced technology to help serve you better. If your currently using online access, we will have a new portal option for you. We’re excited about this next chapter, and we’ll continue to be in touch!

Bookmark the Transition Portal!

[Dedicated portal](#) just for Securities America’s transition to Osaic.

Useful Links from the Portal:

These [quick links](#) take you straight to the resources you’ll need or use during the transition.