9/8/2025 - Monthly Distributor Advisory Minutes

📅 Date

Sep 8, 2025

👥 Participants

• **Morgan Stanley** - George Smoudianis • **Wells Fargo** - Ben Daniels, John Schmugge • **Raymond James** - Johanna Rusz	• **Mass Mutual** - Mellisa Zills, Michelle Hamel • **LPL -** Michael Fennelly, Shwanda Phillips • **RBC** - Louis Oswalt, Jason Byrnes	• **Osaic** - Andrew Marvel, Scott Griffiths • **DA Davidson** - Matt Mendez • **iPipeline** - Stuart Feldman, Adam Ducorsky, Wendy Crane, Dan Jones

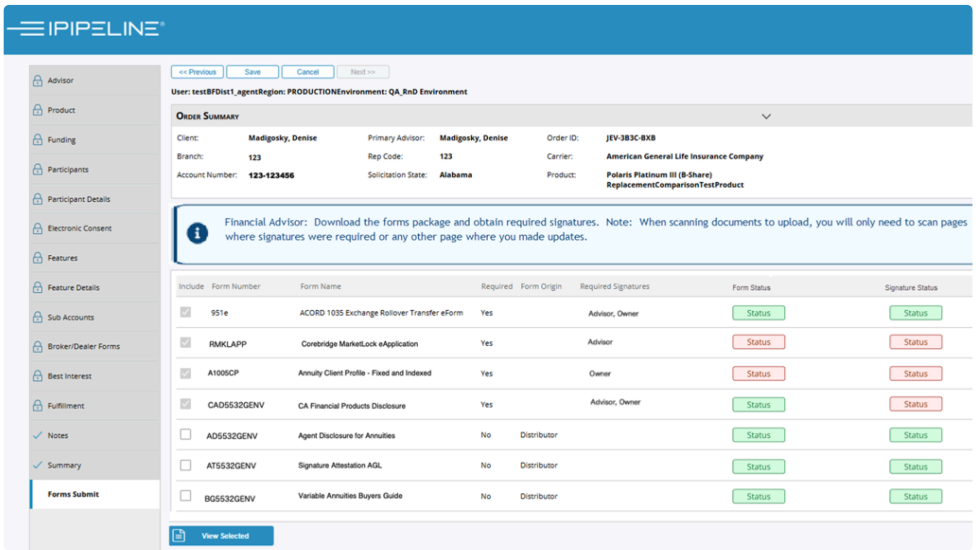
🗣️ Discussion Topics & Notes

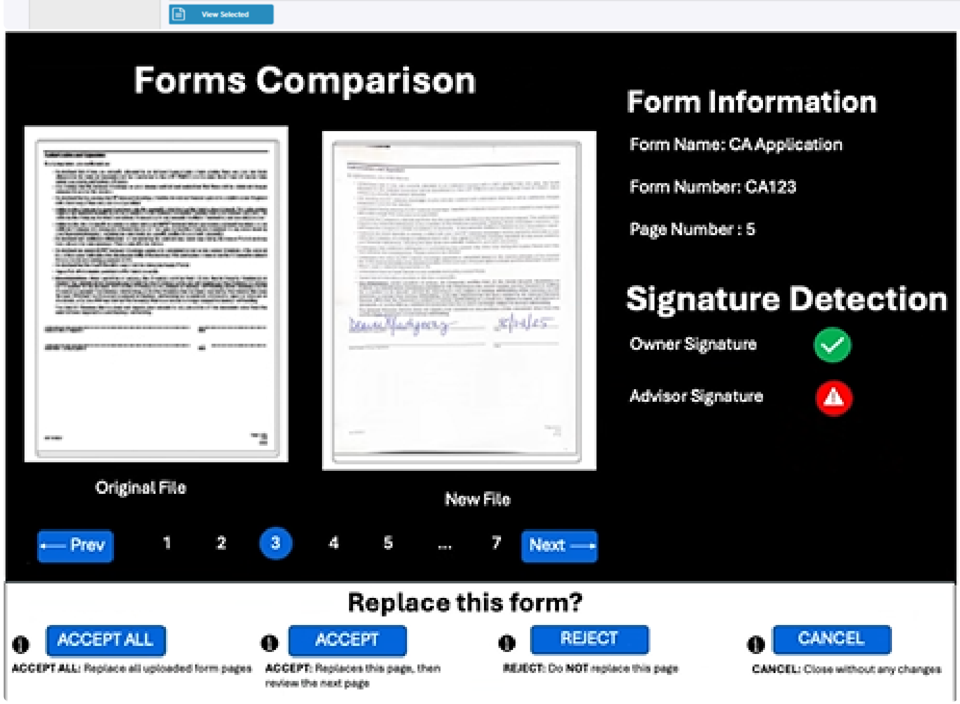
1. **Q4 Roadmap Updates** - In prioritization process awaiting approval. Will review in next monthly meeting.
   a. Get In Get Out - Development about done, can schedule an additional demo if anyone wants, just let us know.
2. **Forms & Signature Validation, Powered by CHARLi AI** - Follow up from last month's meeting
   a. <u>Problem Statement:</u> 40% of orders are e-sign on AFFIRM, which leave approximately 60% that are wet signed. In eSign, we know who needs to sign and when and typically in good order. For wet signed, based on one carrier 75% of their NIGO rates due to missing forms or missing signatures. FA gets forms that are system generated, example: 50 pages but only 8 pages need to be signed. FA prints in one big PDF, meets with client to review, gets wet signatures, scans it in, and then uploads entire PDF (50 pages). Then the carrier reviews the forms to see if they call all of the pages, are they legible, and are all required signatures present. Takes Time and if a signature is missing then the FA must go back to client to obtain causing delay in issuance.
   b. <u>Solution - 2 flavors</u>
      i. Flavor A - Print all the forms, meet with customer/sign –when uploaded to AFFIRM we know what forms are available through AI, look and compare. We will see if page is

missing or illegible – can alert. We know through e-sign who would need to sign. We could check to see if anything is missing.

ii. Flavor B - Similar to what an accountant may do for some, hand them a folder where left side is entire document and on the right side are just the pages needed to be signed. Two download buttons, one downloads all 50 pages, the other download- just signature pages. Upon Scan, only scan signature pages upon upload and swap/signature and then transmit to the carrier.

c. Review of Updated Mockups





d. Distributor Feedback

i. Clarified that FPs only have to upload the signed pages. Scott expressed concern with Books and Records concerns that they want client getting all of the pages.

1. Valid concern that we discussed in last meeting. We can require that they download all 50 pages. Then for upload they can still upload all 50 pages or only the marked-up

pages.

- ii. Back-office approvers need to see all forms to review and Osaic doesn't want approvers to have to manage what forms are missing or what was replaced.
  1. iPipeline: Approvers would get the full forms package. FP downloads all 50 pages of forms package rendered, client and FP sign 7 pages and upload only those 7 pages. AFFIRM will take those 7 pages using AI to match to an existing unsigned page in the full 50-page package. The FP (not approvers) would then review and accept to swap out the unsigned page with the signed page. All would be in the same order and it would still be 50 pages sent to approver/carrier (The 43 original and 7 replaced).
- iii. Osaic still concerned with the potential of FPs presenting manipulated forms packages to clients. May need to think more about it.
  1. iPipeline can require that FP still uploads all 50 pages, the AI components would still work
- iv. Sometimes the NIGOs are because the carriers don't have the forms on the platform. This is existing today; it can only be as good as what form requirements are put out there. We will be reviewing again with carriers.
- v. Who is clicking Approve on the documents, accepting?
  1. The FP who is scanning and uploading, not the reviewer
- vi. Is it creating more work on Advisor to accept or click through each page or is there a way to red X or post it where the signatures are required.
  1. Included is an option for 'Accept All' without having to go through or we could have them only validate what is missing. In Summary, FP downloads all 50 pages, FP uploads all 50 pages, FP only has to review forms that are missing a signature or page. DA Davidson agrees
- vii. Raymond James - Primarily for only non-eSign cases. So if carrier has an 8 page document and on page 4 there are 2 different signature sections but only 1 applies based on certain criteria of that order, how are you determining what signatures are required there.
  1. iPipeline: If it was eSign we would know and have the tags and roles associated to those fields. We would be leveraging that eSign logic to identify in this process.
  2. RJ - What about if Carriers don't have those fields tagged
     - a. iPipeline - Only as good as what they have tagged, same as currently with eSign.
       - i. RJ has that problem existing. If you have examples, please send to Adam so we can review.
  3. Where are they uploading the documents?

a. 2 places today, not changing the where. Some may not have it configured, which would be needed.
    i. Upload from Dashboard - currently transmits to carriers. You would still upload there, but it would run through the AI first and present compare if needed before sending to carrier.
    ii. Currently, RJ doesn't allow FPs to upload through Dashboard, only the approvers. FP gets the wet-signatures, scans it, and then either send to approvers via email or fax with order number, case manager reviews first and then uploads.
b. Copy of BRD Requirements - Adam can send out

viii. Any way to increase 10MB max file size - Issue with DTCC limitation
    1. Configuration added to either send 1 big blob or break it down by forms for multiple attachments.

ix. Timeline?
    1. AI component in Q4 and Front End in Q1

e. Additional Working Group? - Volunteers to go through requirements in details step by step.
    i. Raymond James - Johanna
    ii. Wells Fargo - Ben Daniels
    iii. Osaic - Andrew Marvel, Scott Griffiths
    iv. Morgan Stanley - George

f. When Risk Principle is reviewing, will they know what pages were uploaded
    i. example: if FP upload net new document (ex - Trust Certification). FP can assign description and will add a new line on dashboard on forms submit.

✅ Action items

- [ ] iPipeline will set up a Distributor/Carrier working group to go through details of Forms & Signature Validation

⤴ Decisions

Type /decision to add a new decision