

# 11/10/2025 - Monthly Distributor Advisory Minutes

## Date

Nov 10, 2025

## Participants

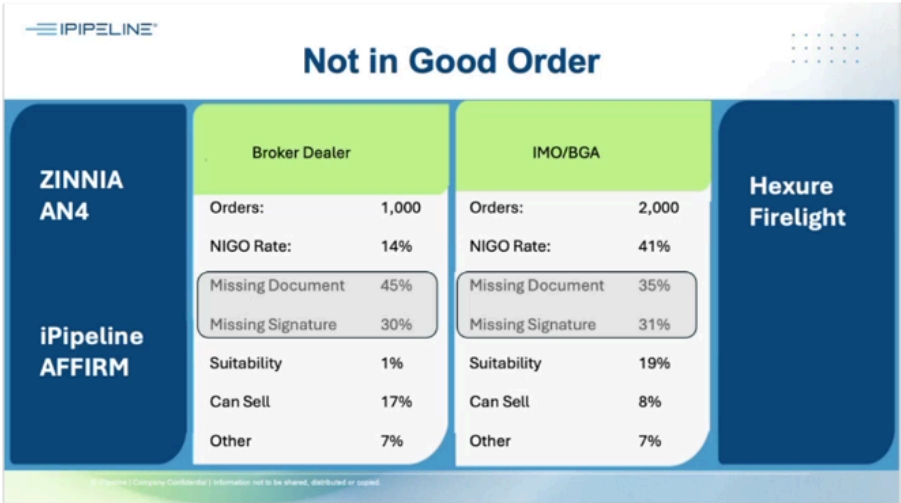
<ul style="list-style-type: none"><li>• <b>Morgan Stanley</b> - Kennedy Arockiam</li><li>• <b>Mass Mutual</b> - Mellisa Zills</li><li>• <b>Raymond James</b> - Johanna Rusz</li></ul>	<ul style="list-style-type: none"><li>• <b>LPL</b> - Daniel Scholsky, Michael Fennelly, Shwanda Phillips, Christian Fierro</li><li>• <b>RBC</b> - Louis Oswald, Jason Byrnes</li><li>• <b>Wells Fargo</b> - Ben Daniels, John Schmugge</li></ul>	<ul style="list-style-type: none"><li>• <b>Osaic</b> - Scott Griffiths, Derrick Miller</li><li>• <b>iPipeline</b> - Adam Ducorsky, Denise Madigosky, Wendy Crane, Stuart Feldman</li></ul>
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## Discussion Topics & Notes

### 1. Forms & Signature Validation Review

a. We reviewed NIGO rates with a few carriers, and we have one specifically that shared their data with us. They collected their data by Broker Dealer and by IMO Channel.

i. Top 2 reasons for NIGO are Missing Forms and Missing Signatures



	Broker Dealer	IMO/BGA
<b>ZINNIA AN4</b>	Orders: 1,000 NIGO Rate: 14%	Orders: 2,000 NIGO Rate: 41%
<b>iPipeline AFFIRM</b>	Missing Document: 45%	Missing Document: 35%
	Missing Signature: 30%	Missing Signature: 31%
	Suitability: 1%	Suitability: 19%
	Can Sell: 17%	Can Sell: 8%
	Other: 7%	Other: 7%
<b>Hexure Firelight</b>		

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ii. With eSign, we know what forms require signatures and who needs to sign. The advisor is presented with the forms, they sign, and forms shipped to carrier directly and not an issue. Unfortunately, we have about a 40% eSign adoption.

1. Typical 1035 Exchange could generate 10 forms. Those 10 could be 40 pages, 9 of them signature pages for example. Advisor has to sift through all of the pages, identify all of the necessary signatures and pages needing those signatures.

b. Revamp Forms Manifest

i. Today, it's very operational focused and we need to make it advisor focused.

ii. Let the advisor know the number of pages for each form, which forms require signature, which page, and who needs to sign.

c. [RJ] - All based on Carriers tagging the forms? RJ still runs into issues where they just forgot to tag it.

i. Correct. Yes and No

1. Phase 1 - We can't do anything about it

2. Phase 2 - We can. Andrew McMorris is in platform group now and in the process of creating a central forms platform, mimicking a lot of what we do in AFFIRM. Part of that paper to digital is identifying a signature field. More to come.

a. This will also help when carriers forget to tag a signature field on a form.

d. Idea was pulled into our new Innovation Lab to work on AI component. That piece should be done shortly, then we have to productize it, then build screens, etc. AI component in Q4 and building the screens in Q1 2026.

e. We are using AI to compare and verify a signature is present but we're not validating the signature is correct.

2. AiPEX (formally known as Connections)

a. March 11-13, 2026 in Nashville, marketing emails have gone out

b. Will see eApp acceleration project showcased, some forms mappings components using AI

c. Currently building out structure based on feedback from last year

i. Roundtables

1. Breaking out into 3 parallel roundtables on 1st day

a. Distributors Roundtable - Led by Adam

b. Carriers Roundtable - Led by Wendy

c. BGA Roundtable - Led by Bobby

2. Then bringing all 3 together on day 2 for combined 2 hr. roundtable on last day

ii. Training - Will continue AFFIRM training sessions

iii. Broader sessions that won't be firm/product centric. Feedback was general sessions too focused on specific products.

iv. Innovation Lab/Booth this year to see demos

v. Distributor Feedback

1. Valuable to have all of the third-party solution providers in one room

3. Supporting decimal points for Beneficiary shares

a. Request received through Professional Services. Use case provided was when there are 3 beneficiaries and having to give 1 person that extra percent. 33%/33%/34%. A Distributor requesting to use decimals to make it 33.33% for example, supported by DTCC. We do the Equal Shares option, but not many use and requires carriers to update PPfAs. Looking for feedback to see if that is something beneficial for us to address.

i. Mass Mutual uses equal shares and works great.

ii. Majority of carriers admin systems do not support decimals

iii. Not a huge problem for distributors

iv. Distributor group recommendation: do not implement and recommend more carriers implement Equal Shares Option.

4. Standard Reports - Pilot Group

a. Any updates?

i. Current group

1. No additional feedback

b. Request to be added to pilot group

i. WF - Ben Daniels

ii. LPL - Michael Fennelly

c. If you are interested in being added as pilot tester, please send request to Wendy Crane ([wendy.crane@ipipeline.com](mailto:wendy.crane@ipipeline.com)).

## ✓ Action items

Per Scott, would like Stuart Feldman to add Standard Reporting to agenda in their next Osaic meeting to review further.

## ↗ Decisions

↗ Type /decision to add a new decision