

Audio Script

On screen stock footage of Bank of America financial center
Why should I meet with a Financial Solutions Advisor?

Optional on screen persistent branding begins
(Merrill logo in the upper right-hand corner)

On screen copy
Do we have enough?

Disclosure in the lower left: Please see important disclosures at the end of the video.

Voice Over

We know we need help with a financial strategy, but I don't know if we have enough money to really talk with someone about it.

On screen copy
It's not about the amount of money you have

Identifier label in the lower right: Merrill Financial Solutions Advisor

Voice Over

It's not about the amount of money you have. Merrill Financial Solutions Advisors are happy to talk... anytime...

On screen copy
I need guidance not pressure

Voice Over

What I need is a little guidance...what I don't need is a lot of pressure...

On screen copy
No pressure No obligation

Identifier label in the lower right: Merrill Financial Solutions Advisor

Voice Over

There's no pressure here, or obligation.

On screen copy
Complimentary financial review

Voice Over

We offer a complimentary financial review to all our clients.

On screen copy
Will they understand me?

Voice Over

Would they take the time to understand me...? (smiles, shrugs) Would I understand them...?

On screen copy
We'll listen and learn

Voice Over

We take the time to listen and learn...about your financial goals and priorities...

On screen copy

We'll offer advice and guidance

Voice Over

so that we can give you the advice and guidance you need...

On screen copy

It's too important not to get help

Voice Over

It's just too important for us not to get some help.

**On screen stock footage of Mother reviewing her
financial plan with child on her lap...**

Voice Over

No matter where you are in your financial life...

**On screen stock footage of FSA in office, with name tag,
reviewing client's financial plan...**

On screen copy

Merrill Financial Solutions Advisors

Voice Over

Merrill Financial Solutions Advisors are here to guide you.

**On screen stock footage of Client at home, pacing in his
kitchen, reviewing his financial plan**

On screen copy

Invest in a relationship

Voice Over

*Invest in a relationship with one of our Advisors and they'll work with you,
one-on-one...*

**On screen stock footage of Couple at home, creating
goals and reviewing plans...**

On screen copy

Establish goals *(fades off)*

Comprehensive approach *(builds on)*

Voice Over

*to help you establish financial goals, deliver a comprehensive approach to your
financial life...*



**On screen stock footage of FSA in office, with name tag,
reviewing info on laptop...**

On screen copy

Comprehensive approach

Voice Over

including access to all that Bank of America and Merrill have to offer...

**On screen stock footage of Client at home, reviewing
financial plan with FSA on the phone...**

On screen copy

On-going advice

Voice Over

and provide on-going advice whenever you want it.

On screen copy

Feel comfortable

Voice Over

It's great to feel comfortable talking to someone...

On screen copy

Understand me

Voice Over

someone who'll understand me.

On screen copy

Get started

Voice Over

It's a great way to get started.

On screen copy

WHAT WOULD YOU LIKE THE POWER TO DO? ®

On screen copy

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888.637.3343

Voice Over

*Make an appointment, in person or over the
Phone with your Merrill financial solutions advisor today.*

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