



Branch Address Management



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Discovery Data's unique IDs and branch name field detailed within this guide will help you populate and keep the over 170,000 branch addresses in Discovery Data up-to-date within your CRM or data warehouse and will allow you to manage addresses and movement based on your firm's specifications.

The Discovery Data branch address structure includes up to six data fields:

Address 1	State
Address 2	Zip Code
City	Zip Code +4

To manage a branch address, we offer the following IDs:

- Discovery Address ID
 - Takes into account all branch address data fields except Zip Code +4.
- Discovery Branch ID
 - Combines Firm CRD and Discovery Address ID.

For those who wish to not have Address 2 impact their branch identifiers, we offer:

- Discovery Physical Address ID
 - Takes into account Address 1, City, State and Zip Code.
- Discovery Physical Branch ID
 - Combines Firm CRD and Discovery Physical Address ID. We believe the Discovery Physical Branch ID is the definitive firm-branch identifier in the industry, making it the most valuable utility for address management within CRM systems and data warehouses.

For those who are employing branch accounts within their CRM systems and data warehouses, there is a need to name the branches (e.g. Morgan Stanley - Miami), and so, as a convenience to our clients, we offer Discovery Branch Name.



Discovery Data provides 23 data fields related to branch addresses:

- | | |
|---------------------------------|-----------------------------------|
| 1. Address 1 | 13. Latitude |
| 2. Address 2 | 14. Geo Location URL |
| 3. City | 15. Address Update Date |
| 4. State | 16. Branch CRD |
| 5. Zip Code | 17. Branch Type |
| 6. Zip Code +4 | 18. Branch Function |
| 7. Sectional (3-Digit) Zip Code | 19. Discovery Address ID |
| 8. Metropolitan Area | 20. Discovery Branch ID |
| 9. County | 21. Discovery Physical Address ID |
| 10. Country | 22. Discovery Physical Branch ID |
| 11. USPS Certified | 23. Discovery Branch Name |
| 12. Longitude | |

The Branch Name and three Branch ID data fields are described in detail within this guide. We invite you to engage Discovery Data in your planning for better address management.



DISCOVERY DATA BRANCH ID

One daunting challenge faced by CRM administrators and data managers is accurately and efficiently creating and maintaining branches linked to a firm and associated reps. Discovery Data offers a unique branch ID as the solution.

Every branch office of a U.S. registered broker-dealer and investment adviser is assigned a CRD number. Unlike the firm and rep CRD, the branch CRD is not unique. The satellites of a supervisory office are assigned the same branch CRD. Therefore, the branch CRD cannot be used as the unique ID for branches.

Discovery Data assigns every registered branch a Discovery Address ID. However, this ID on its own cannot be used as the key tying a location to a particular firm, as one registered firm may exit a location and another registered firm can move in. Another reason is that in some cases the same address is filed by different firms that are located in the same building. Therefore, the approach we have taken to create a unique branch ID is to combine Firm CRD and Discovery Address ID.

The Discovery Branch ID data field format is F+FirmCRD+A+DiscoveryAddressID (e.g. F12345A678901). This format allows for separation of the Firm ID from the Address ID without the use of special characters. The letter “F” denotes Firm and the letter “A” denotes Address.

Here are examples of how the Discovery Branch ID will function.

A rep leaves Morgan Stanley and joins Merrill Lynch, moving to an existing branch:

- Since neither firm had a branch change, the Discovery Branch IDs do not change.
- The Discovery Branch ID in the rep record changes from F149777A12345 to F7691A67890.
 - Morgan Stanley Firm CRD: 149777
 - Discovery Address ID of the Morgan Stanley branch: 12345
 - Merrill Lynch Firm CRD: 7691
 - Discovery Address ID of the Merrill Lynch branch: 67890



A rep leaves Edward Jones to go independent, opening her own office in a new location and associating with LPL Financial:

- Since the branch is new, the Discovery Branch ID is new, as is the Discovery Address ID.
- The Discovery Branch ID in the rep record changes from F250A24680 to F6413A13579.
 - Edward Jones Firm CRD: 250
 - Discovery Address ID of the Edward Jones branch: 24680
 - LPL Financial Firm CRD: 6413
 - Discovery Address ID of the LPL Financial branch: 13579

An independent rep remains in the same location but changes his firm association from LPL Financial to a new RIA firm, Smith Financial:

- Since the rep does not move to a different location the Discovery Address ID does not change.
- The Discovery Branch ID in the rep record changes from F6413A87654 to F43897A87654.
 - LPL Financial Firm CRD: 6413
 - Discovery Address ID of the LPL Financial branch: 87654
 - Smith Financial Firm CRD: 43897
 - Discovery Address ID of the Edward Jones branch: 87654

Morgan Stanley branch lease expires and the branch is moved down the street to a new location:

- The Discovery Branch ID in the rep record changes from F149777A12345 to F149777A67890.
 - Morgan Stanley Firm CRD: 149777
 - Discovery Address ID of the former Morgan Stanley branch: 12345
 - Discovery Address ID of the new Morgan Stanley branch: 67890



DISCOVERY DATA PHYSICAL ADDRESS ID

With over 725,000 reps each reporting their own version of over 170,000 branch addresses, the one version of each address selected by Discovery Data can change over time while the rep does not physically move from the location. Every variation on an address is assigned a unique Discovery Address ID. Therefore, while the rep does not move, within Discovery Data the address is altered, resulting in a change in Discovery Address ID.

Some clients have asked us to provide a unique ID that ignores Address 2 (e.g. Suite 200). With our Discovery Physical Address ID the result is that if the rep does not leave the building then the Discovery Physical Address ID will not change. If the address filed changes but the rep did not leave the building (e.g. a suite or floor is added or removed), and we get that information, we will make that change to Address 2 in Discovery Data and our standard Discovery Address ID will change, but our Discovery Physical Address ID will not change.

Utilizing Discovery Physical Address ID in the management of your branch addresses will dramatically decrease ongoing address changes. You are still able to utilize suite and floor data, but these data points will not indicate a physical address change.

The Discovery Physical Address ID considers only four data fields: Address 1, City, State and Zip Code. This unique ID is assigned to every combination of these four data fields. If none of these four data fields change for a branch, then the ID does not change.



DISCOVERY DATA PHYSICAL BRANCH ID

Discovery Data offers Discovery Physical Branch ID, which incorporates Discovery Physical Address ID connected to the physical location (Address 1, City, State and Zip Code) rather than the Discovery Address ID that also includes Address 2 (Address 1, Address 2, City, State and Zip Code).

The Discovery Physical Address ID on its own cannot be used as the key tying a location to a particular firm, as one registered firm may exit a location and another registered firm can move in. Another reason is that multiple firms are sometimes located in the same building. Therefore, the approach we have taken to create a unique branch ID for the physical address is to combine Firm CRD and Discovery Physical Address ID, resulting in what is our most useful address ID: Discovery Physical Branch ID. If a firm moves its branch from the building, then this new ID changes, providing you with the definitive indication that the branch is now in a different physical location, but if the branch does not leave the building this ID does not change.

The data field format is F+FirmCRD+PA+DiscoveryPhysicalAddressID (e.g. F12345PA678901) for Discovery Physical Branch ID. This format allows for separation of the Firm ID from the Address ID without the use of special characters. The letter “F” denotes Firm and the letter “PA” denotes Physical Address.

Here are examples of how the Discovery Physical Branch ID will function.

The individual regulatory filings of four reps associated with the same firm and located in the same physical location differ. Since the four primary address fields (Address 1, City, State and Zip Code) are exactly the same, the Discovery Physical Address ID and, subsequently, the Discovery Physical Branch ID are exactly the same.

- The regulatory filings of four reps associated with LPL Financial, as shown below, all result in the identical physical IDs.
 - 123 Main St., Red Bank, NJ 07701
 - 123 Main St., Floor 2, Red Bank, NJ 07701
 - 123 Main St., Suite 200, Red Bank, NJ 07701
 - 123 Main St., Red Bank, NJ 07701-0123
- The Discovery Physical Branch ID for all four reps is F6413PA87654
 - LPL Financial Firm CRD: 6413
 - Discovery Physical Address ID: 87654



A rep leaves Morgan Stanley and joins Merrill Lynch, moving to an existing branch:

- Since neither firm had a branch change, the Discovery Physical Branch IDs do not change.
- The Discovery Physical Branch ID in the rep record changes from F149777PA12345 to F7691PA67890.
 - Morgan Stanley Firm CRD: 149777
 - Discovery Physical Address ID of the Morgan Stanley branch: 12345
 - Merrill Lynch Firm CRD: 7691
 - Discovery Physical Address ID of the Merrill Lynch branch: 67890

A rep leaves Edward Jones to go independent, opening her own office in a new location and associating with LPL Financial:

- Since the branch is new, the Discovery Physical Branch ID is new, as is the Discovery Physical Address ID.
- The Discovery Physical Branch ID in the rep record changes from F250PA24680 to F6413PA13579.
 - Edward Jones Firm CRD: 250
 - Discovery Physical Address ID of the Edward Jones branch: 24680
 - LPL Financial Firm CRD: 6413
 - Discovery Physical Address ID of the LPL Financial branch: 13579

An independent rep remains in the same location, but changes his firm association from LPL Financial to a new RIA firm, Smith Financial:

- Since the rep does not move to a different location, the Discovery Physical Address ID does not change.
- The Discovery Physical Branch ID in the rep record changes from F6413PA87654 to F43897PA87654.
 - LPL Financial Firm CRD: 6413
 - Discovery Physical Address ID of the LPL Financial branch: 87654
 - Smith Financial Firm CRD: 43897
 - Discovery Physical Address ID of the Edward Jones branch: 87654



DISCOVERY DATA BRANCH NAME

Many Discovery Data clients are manually creating branch names (e.g. Morgan Stanley - New York) as the labels placed on branches within their CRM system or data warehouse. As a convenience for our clients in need of a branch naming convention, we have created Discovery Branch Name.

Our approach cannot be as simple as Firm Name + City because of the cases where a firm has multiple branches in one city. The format we have adopted for the Discovery Branch Name is Firm Name + City + State + Address 1, with spaces between each.

Here are examples:

Morgan Stanley New York NY 1290 Avenue of the Americas

Morgan Stanley New York NY 55 E 52nd St

Morgan Stanley New York NY 1 Penn Plz

For firms with extraordinarily long names we have assigned shortened versions (e.g. Merrill Lynch, Pierce, Fenner & Smith Incorporated has been assigned Merrill Lynch).



discoverydata.com



732-933-1899



contact@discoverydata.com