



# Baird Online - User ID & Password Reset

To ensure security is in place for clients and their Baird Online login, we are asking all clients to answer their security questions to enforce a secure and User ID and Password reset procedure. There are three different procedures:

1. For the **Forgot your User ID** procedure, clients can provide three pieces of personal information or contact the Baird Online Help Desk at 1-888-212-8843.
2. For the **Forgot your Password** procedure, clients can answer security questions, provide their account number, or contact the Baird Online Help Desk at 1-888-212-8843. .
3. For the **Self Service Unlock**, clients can answer security questions or contact the Baird Online Help Desk at 1-888-212-8843.

BAIRD BairdOnline Market Tools

## Account Login

**User ID**

Forgot your **User ID**?

**Password**

Forgot your **Password**?

LOG IN

**Help**

For additional assistance contact [Online Support](#) or call [888-212-8843](tel:888-212-8843)

Monday-Friday,  
7:00 a.m to 6:00 p.m (CT)

**New to Baird Online?**

[Sign up](#) Now or [Take a Tour](#)

## Baird Online - User ID & Password Reset *continued*

### Forgotten Baird Online User ID Instructions

- 1) Please confirm a few account details and an email with your Baird Online User ID will be sent to you.
- 2) A follow up e-mail will be sent to your e-mail address on record which will contain your Baird Online User ID and a link to your login page.

The screenshot shows the Baird Online 'Forgot User ID' page. It features a blue header with the Baird logo and 'BairdOnline' text. Below the header, the title 'Forgot User ID' is displayed. A sub-header reads 'To recover your User ID, please confirm your account details:'. There are three input fields: 'Last 4 digits of Social Security or Tax ID number', 'Date of Birth (mm/dd/yyyy)', and 'Email associated with your Baird Online account'. A green 'Continue' button is located at the bottom left.

The screenshot shows the Baird Online 'Forgot User ID - Email Sent' confirmation page. It features a blue header with the Baird logo and 'BairdOnline' text. A green banner at the top contains the text 'Forgot User ID - Email Sent'. Below the banner, the text reads 'Thank You. An email containing your User ID has been sent to the email address we have on file.' A blue link 'Return to Login' is located at the bottom.

### Forgotten Baird Online Password Instructions for clients who have answered security questions:

- 1) Enter your Baird Online User ID and the Email address associated with your Baird Online account.
- 2) Please provide answers to your security questions. You will be sent an e-mail with a temporary password reset link to log into the Baird Online account. Upon login, you will be prompted to change that password.

The screenshot shows the Baird Online 'Forgot Password' page. It features a blue header with the Baird logo and 'BairdOnline' text. Below the header, the title 'Forgot Password' is displayed. A sub-header reads 'To reset your password, please confirm your account details:'. There are two input fields: 'User ID' and 'Email'. A green 'Continue' button is located at the bottom left.

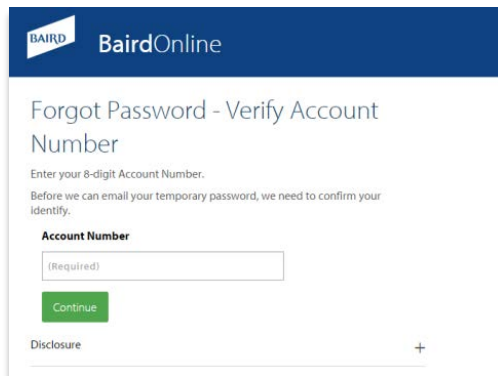
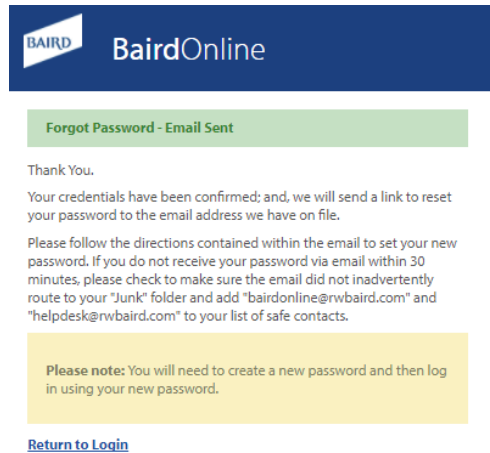
The screenshot shows the Baird Online 'Forgot Password - Answer Security Questions' page. It features a blue header with the Baird logo and 'BairdOnline' text. Below the header, the title 'Forgot Password - Answer Security Questions' is displayed. A sub-header reads 'Next, please answer the security questions you provided to us.' There are two security questions with input fields: 'What was the make and model of your first car?' and 'What is your grandmother's first name?'. A green 'Continue' button is located at the bottom left.

*If you have forgotten your answers to your security questions, please call 1-888-212-8843.*

## Baird Online - User ID & Password Reset *continued*

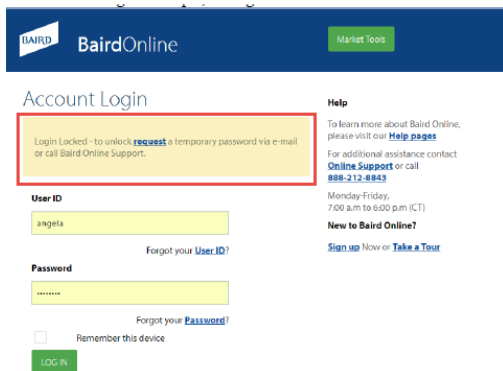
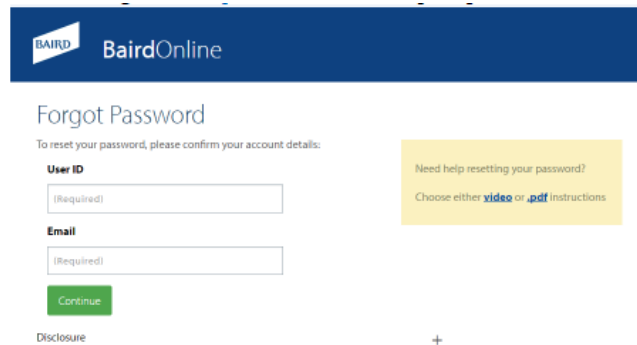
### Forgotten Baird Online Password Instructions for clients who have not answered security questions:

- 1) If you have not completed your security questions, you will need to provide one of your account numbers associated with their Baird Online User ID.
- 2) You will be sent an e-mail with a temporary password reset link to log into the Baird Online account. Upon login, you will be prompted to change that password.

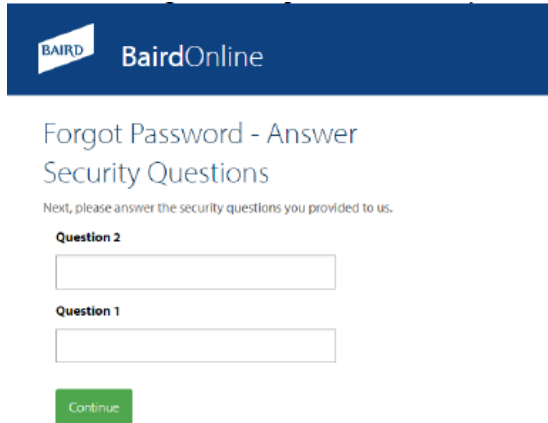
### If you have locked your account on Baird Online, please following the following steps to “unlock” your account

- 1) After 5 unsuccessful login attempts, your Baird Online account is locked. Please click on the “request” link to begin the process of unlocking your account
- 2) Once you’ve clicked on the “request” link, you will be prompted through a series of steps to unlock your account. First, you will need to provide your Baird Online UserID and Password

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- 3) Please provide the answers to your security questions.



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### Forgot Password - Answer Security Questions

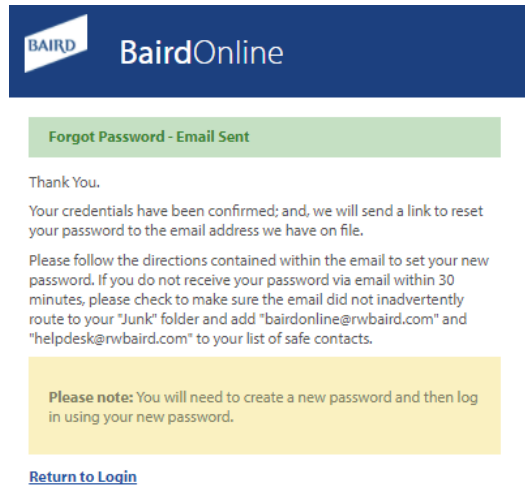
Next, please answer the security questions you provided to us.

**Question 2**

**Question 1**

**Continue**

- 3) After you've successfully answered your security questions. You will be sent an e-mail with a temporary password reset link to log into the Baird Online account. Upon login, you will be prompted to change that password.



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### Forgot Password - Email Sent

Thank You.

Your credentials have been confirmed; and, we will send a link to reset your password to the email address we have on file.

Please follow the directions contained within the email to set your new password. If you do not receive your password via email within 30 minutes, please check to make sure the email did not inadvertently route to your "Junk" folder and add "bairdonline@rwbaird.com" and "helpdesk@rwbaird.com" to your list of safe contacts.

**Please note:** You will need to create a new password and then log in using your new password.

[Return to Login](#)

If you have questions or need more information, please contact: Baird Online Help Desk 1-888-212-8843 or e-mail at: [bairdonline@rwbaird.com](mailto:bairdonline@rwbaird.com)