### Volume 19

### PART I. FINANCIAL PLANNING REGULATION

#### CHAPTER 1. INTRODUCTION

8	1:1	Overview	of t	his	hook
- 3	1.1	OVCIVICW	OI (		MOOR

- § 1:2 Organization of this book
- § 1:3 A brief history of financial planning
- § 1:4 Need to regulate financial planners
- § 1:5 Industry growth
- § 1:6 Potential for abuse
- § 1:7 2009 industry proposal for financial planning oversight board
- § 1:8 Current regulatory scheme—Types of laws and regulations
- § 1:9 ——Federal and state investment adviser laws
- § 1:10 ——Broker-dealer regulation
- § 1:11 ——ERISA
- § 1:12 ——State insurance regulation
- § 1:13 Other laws
- § 1:14 ——Professional designations and certifications

# CHAPTER 2. DEFINING FINANCIAL PLANNING AND FINANCIAL PLANNERS

- § 2:1 Introduction
- § 2:2 What is financial planning/financial planner?
- § 2:3 Types of financial planners
- § 2:4 Financial planner compensation arrangements
- § 2:5 SEC definition of financial planning
- § 2:6 Other definitions of financial planning
- § 2:7 Legislative, regulatory, and industry proposals relating to oversight of financial planning
- § 2:8 Implications of Dodd-Frank Act on financial planners

# CHAPTER 3. FEDERAL REGULATION OF FINANCIAL PLANNERS

# I. OVERVIEW OF FEDERAL REGULATION OF FINANCIAL PLANNERS

§ 3:1 Introduction—The federal regulatory schemes for financial planners

#### II. INVESTMENT ADVISER REGULATION

§ 3:2 Overview of the Investment Advisers Act of 1940

#### A. REGISTRATION REQUIREMENTS

§ 3:3 Investment Advisers Act—Overview of registration requirements

§ 3:4 § 3:5	Investment adviser definition (Section 202(a)(11))  —Registration guidance for financial planners (Release 1092)
§ 3:6	—Robo-advisers
§ 3:7	—Advice, analyses, or reports about securities—"Cryptocurrencies"
§ 3:8	Investment adviser definition—Advice, analyses, or reports about securities—Permit trading
§ 3:9	Investment adviser definition (Section 202(a)(11))—Exclusions from the investment adviser definition (Sections 202(a)(11)(A)–(G))
§ 3:10	—Exclusions from the investment adviser definition (Sections $202(a)(11)(A)$ —(F))—Banks (Section $202(a)(11)(A)$ )
§ 3:11	— Broker-Dealers (Section 202(a)(11)(C))
§ 3:12	— — — The "solely incidental" element
§ 3:13	————2019 SEC Interpretation
§ 3:14	———The "special compensation" element
§ 3:15	———The FPA decision
§ 3:16	———Efforts to "harmonize" requirements for advisers and broker-dealers
	who give investment advice
§ 3:17	———Status of registered representatives
§ 3:18	— Lawyers, accountants, and teachers (Section 202(a)(11)(B))
§ 3:19	—Bona fide publishers (Section 202(a)(11)(D))
§ 3:20	—Exclusions from the investment adviser definition (Sections
	202(a)(11)(A)(G))Family Offices (Section 202(a)(11)(G) and Rule $202(a)(11)(G)1)$
§ 3:21	—Exemptions from adviser registration (Section 203(b))
§ 3:22	— —Intrastate advisers and unlisted securities (Section 203(b)(1))
§ 3:23	—Exemptions from adviser registration (Section 203)—Foreign Private Advisers (Section 203(b)(3) and Rule 202(a)(30)-1)
§ 3:24	—Exemptions from adviser registration (Section 203(b) and Section 203A)—Registered commodity trading advisors
§ 3:25	—Exemptions from adviser registration (Section 203(l))—Venture capital fund advisers (Rule 203(l)-1)
§ 3:26	—Exemptions from adviser registration (Section 203(m))—Investment advisers to certain private funds (Section 203(b)(3))
§ 3:27	—Exemptions from adviser registration (Section 203(b))—Private advisers (Section 203(b)(3)(repealed))—The <i>Goldstein</i> case/Hedge fund legislation
§ 3:28	— Registered commodity trading advisors (Section 203(b)(6))
§ 3:29	—State regulated advisers with limited assets (Section 203A)
§ 3:30	——"Assets under management" test (Rule 203A-1)
§ 3:31	——Advisers permitted to register with the SEC
В.	SEC REGISTRATION PROCESS
§ 3:32	Advisers Act registration process
§ 3:33	—Multiple advisory entities under common control filing a single Form ADV ("umbrella registration")
§ 3:34	Initial registration: Form ADV
§ 3:35	—Parts 1A and 1B of Form ADV
§ 3:36	—Parts 2A and 2B of Form ADV
§ 3:37	—Part 3 of Form ADV
§ 3:38	Initial Registration: Form ADV—Exempt reporting advisers
§ 3:39	Initial registration: Form ADV—SEC Review
§ 3.39 § 3:40	—Filing fees
§ 3.40 § 3:41	—Annual and other amendments
2 0.41	—minuar and uniter amendments

§ 3:42 § 3:43	—Successor registration (Section 203(g)) Form ADV—Withdrawal (Form ADV-W)
§ 3:44	Other Advisers Act forms
§ 3:45	Registration/licensing of investment adviser representatives (Series 65 and 66 exams)
§ 3:46	State registration and regulation requirements for advisers
C.	REGULATION AND COMPLIANCE
§ 3:47	Investment Advisers Act—Regulation and compliance
§ 3:48	Definition of an "Advertisement" (Rule 206(4)-1) (prior rule)
§ 3:49	Advertising and other communications (Rule 206(4)-1)—Testimonials (Rule 206(4)-1(a)(1)) (prior rule)
§ 3:50	—Testimonials (Rule 206(4)-1(a)(1))—Testimonials and social media (prior rule)
§ 3:51	—Past specific recommendations (Rule 206(4)-1(a)(2)) (prior rule)
§ 3:52	—Graphs or formula/"Free" services (Rules 206(4)-1(a)(3) and (a)(4)) (prior rule)
§ 3:53	—False or misleading advertisements (Rule 206(4)-1(a)(5)) (prior rule)
§ 3:54	—False or misleading advertisements (Rule 206(4)-1(a)(5))—Using performance data in advertising and other communications (prior rule)
§ 3:55	—Using performance data in advertising and other communications—"Net of fees" requirement (prior rule)
§ 3:56	— — Wealthy client exception: ICI II no-action letter (prior rule)
§ 3:57	———"Net of fees" requirement—Computational issues (prior rule)
§ 3:58	———Recordkeeping requirements for performance advertisements (prior rule)
§ 3:59	—"New" Marketing Rule 206(4)-1 (2022)
§ 3:60	Overview of the new marketing rule
§ 3:61	Definition of "Advertisement"
§ 3:62	General Prohibitions
§ 3:63	Use of Third-Party Ratings
§ 3:64	Performance Advertising
§ 3:65	Testimonials and Endorsements
§ 3:66	Portability of Investment Performance
§ 3:67	Books and Records
§ 3:68	Amendments to Form ADV
§ 3:69	Advertising and other communications (Rule 206(4)-1)—SEC guidance on performance advertising deficiencies (2007 and 2017)
§ 3:70	—GIPS standards for presenting investment performance
§ 3:71	Requests for Proposals (RFPs) and Due Diligence Questionnaires (DDQs)
§ 3:72	Advertising and other communications (Rule 206(4)-1)—Performance of predecessor or prior advisers
§ 3:73	—Use of "RIA" and similar terms
§ 3:74	Advisory contracts
§ 3:75	—Required and suggested contractual provisions
§ 3:76	—Investment guidelines
§ 3:77	"Most favored nation" clauses and side letters
§ 3:78	Advisory contracts—Hedge clauses
§ 3:79	—Assignments of advisory contracts (Section 205(a)(2) and Rule 202(a)(1)-1)

§ 3:80	Aggregation of brokerage orders for clients
§ 3:81	"Side-by-side" trading
§ 3:82	Allocations of securities among clients
§ 3:83	Antifraud provisions (Section 206 and Rule 206(4)-(8))
§ 3:84	Anti-Money Laundering Programs
§ 3:85	Bonding and insurance
§ 3:86	Brokerage matters
§ 3:87	—"Best execution" obligation
§ 3:88	—Directed brokerage and similar transactions
§ 3:89	—Soft dollars (Exchange Act Section 28(e))
§ 3:90	—Soft dollars—Definition of brokerage and research services
§ 3:91	——"Mixed use" products and services
§ 3:92	— —Third-party research
§ 3:93	——Syndicate soft dollars
§ 3:94	——Principal trades/commodity futures
§ 3:95	— —Using soft dollars for error correction
§ 3:96	——Disclosure obligations
§ 3:97	— — MiFID II No-Action Letters
§ 3:98	——SEC staff inspection report on soft dollar practices
§ 3:99	——Industry soft dollar guidance
§ 3:100	Trade errors
§ 3:101	Business continuity
§ 3:102	—Proposed Rule 206(4)-4 (2016) (withdrawn)
§ 3:103	Class action litigation and settlements involving portfolio securities
§ 3:104	Compliance policies and procedures (Rule 206(4)-7) and other controls
§ 3:105	Personal Liability of In-House Legal and Compliance Professionals
§ 3:106	SSAE 18 and other internal control reports
§ 3:107	Custody of Client Assets (Rule 206(4)-2)
§ 3:108	Custody (Rule 206(4)-2(d)(2))—"Custody" definition
§ 3:109	Custody (Rule 206(4)-2)—"Qualified custodian" and notice to client
Ü	requirements
§ 3:110	Custody (Rule 206(4)-2(a)(3))—Periodic client account statements
§ 3:111	Custody (Rule 206(4)-2)(a)(4))—Annual surprise examination
§ 3:112	Custody (Rule 206(4)-2)(a)(6))—Custody by adviser and/or a related
	person
§ 3:113	Custody (Rule 206(4)-2))—Compliance policies and procedures (Rule
	206(4)-7)
§ 3:114	Cybersecurity
§ 3:115	Cybersecurity risk rule proposal (2022)
§ 3:116	Disclosure to clients: The "brochure rule" (Rule 204-3)
§ 3:117	Disclosure to clients: The "brochure rule"—Brochure and brochure
0.0110	supplement delivery requirements
§ 3:118	Electronic delivery of documents
§ 3:119	ESG and investment advisers
§ 3:120	Fees
§ 3:121	—Performance fees generally (Section 205(a)(1))
§ 3:122	—Performance fees for sophisticated clients: Rule 205-3
§ 3:123	—Qualified clients
§ 3:124	—Prepaid advisory fees
§ 3:125	—Use of an affiliated mutual fund
§ 3:126	Fiduciary duty/Duties of care and loyalty
§ 3:127	Overview of Regulation Best Interest and related matters

§ 3:128	Regulation Best Interest—The Broker-Dealer Standard of Conduct
	(Rule $15l-1(a)(1)$ )
§ 3:129	Form CRS/ADV Part 3—The Relationship Summary
§ 3:130	SEC standards of conduct interpretation (2019)
§ 3:131	SEC "solely incidental" interpretation (2019)
§ 3:132	Financial and disciplinary information disclosure ((former) Rule 206(4)-4)
§ 3:133	Form PF—Systemic risk report for private fund managers (Rule 204(b)-1)
§ 3:134	Idle cash investments
§ 3:135	Insider trading procedures (Section 204A)
§ 3:136	Outsourced service providers (2022 Proposal)
§ 3:137	Overdrafts
§ 3:138	"Pay to play" (political contributions) restrictions (Rule 206(4)-5)
§ 3:139	Personal securities transactions and code of ethics (Rule 204A-1)
§ 3:140	Data protection requirements—Regulation S-P
§ 3:141	Private rights of action (Section 215)
§ 3:142	Proxy Voting and Related Matters—General
§ 3:143	Proxy voting and related matters (Rule 206(4)-6)—Rule requirements
§ 3:144	—SEC guidance on proxy voting responsibilities of advisers and proxy
9	voting firms (2019 and 2020)
§ 3:145	—Written proxy voting policies and procedures
§ 3:146	—Address material conflicts of interest
§ 3:147	—Use of proxy advisory firms
§ 3:148	—Disclose how to obtain voting information
§ 3:149	—Maintain proxy voting records
§ 3:150	Recordkeeping (Rule 204-2)
§ 3:151	Reporting of Asset Positions (Sections 13 and 16 of the Exchange Act)
§ 3:152	SEC disciplinary authority
§ 3:153	—Disciplinary actions (Sections 203(e), (i), and (k))
§ 3:154	—Criminal actions (Section 217)
§ 3:155	SEC examinations and enforcement
§ 3:156	Expert networks
§ 3:157	Social media
§ 3:158	Solicitors (Rule 206(4)-3) (rescinded)
§ 3:159	Solicitors—Requirements of solicitation rule (rescinded rule)
§ 3:160	Supervision
§ 3:161	—"Dual hatting" of employees arrangements
§ 3:161	Transactions with or between clients: Agency, principal, and cross
8 3.102	trades (Section 206(3))
§ 3:163	—Use of an affiliated broker-dealer
§ 3:164	—Agency cross transactions (Rule 206(3)-2))
§ 3.164 § 3:165	—Agency cross transactions (tune 200(3)-2)) —Cross trading
-	S .
§ 3:166	—Principal transactions (Section 206(3))
§ 3:167	Abandoned property and escheatment
§ 3:168 § 3:168.50	COVID-19 guidance
8 9:109:90	Conflicts arising from predictive data analytics (Proposed Rule 211(h)(2)-4))
	211\11/\2/ <sup>-4</sup> /)

### III. BROKER-DEALER REGULATION OF FINANCIAL PLANNERS

# A. QUALIFICATION AND REGISTRATION ISSUES

§ 3:169 Overview of broker-dealer regulation

§ 3:170	Qualification and registration of sales personnel and other personnel requirements
§ 3:171	—Definition of "associated person"
§ 3:172	Qualification of personnel
§ 3:173	—Investigate background of applicants (Rule 3110(e))
§ 3:174	——Representatives with a history of issues (Notice to Members 97-19)
§ 3:175	—Firms with a significant history of misconduct (Rule 4111)
§ 3:176	—Investigate background of applicants (Rule 3110(e))—"Disqualified" persons
§ 3:177	—Fingerprinting (Notice to Members 05-39)
§ 3:178	Qualification examinations (Rule 1210)
§ 3:179	Representative examinations—Securities Industry Essentials ("SIE")
§ 3:180	Qualification examinations (Rule 1070)—Taking an exam
§ 3:181	—Examination waivers (Rule 1210.03)
§ 3:182	Registration of personnel
§ 3:183	—Representative registration (Rule 1220(b))
§ 3:184	—Representative registration—Categories of representative registration (Rule 1220(b))
§ 3:185	— — Categories of representative registration—Persons/Activities not subject to registration (Rule 1230)
§ 3:186	———Unregistered persons who contact prospective customers (Notice to Members 88-50)
§ 3:187	—Principal registration (Rule 1220(a))
§ 3:188	—Principal registration—Categories of principal registration (Rule 1220)
§ 3:189	— —Other principal issues
§ 3:190	—Registration and reporting on Form U4 and U5
§ 3:191	——Form U4
§ 3:192	— — —Ongoing duty to update registration information
§ 3:193	——Form U5
§ 3:194	—Other registration issues
§ 3:195	— Registration of Operations Professionals (Rule 1220(b)(6))
§ 3:196	——Permissive registration (Rule 1210.02)
§ 3:197	——Status of independent contractors/consultants
§ 3:198	——Status of finders
§ 3:199	——Examination and registration fees
§ 3:200	— Reinstatement of a lapsed registration (Rule 1210.08)
§ 3:201	— Reinstatement of a lapsed registration (Rule 1210)—Inactive because of active military service (Rule 1210.10)
§ 3:202	——Off-site personnel
§ 3:203	——Dual employment (Rules 3270 and 3280)
§ 3:204	— — Continuing Education Program (Rule 1240)
-	——Regulatory Element (Rule 1240(a))
§ 3:206	——Firm Element (Rule 1240(b))
§ 3:207	— —Firm reporting of disciplinary matters and customer complaints (Rule 4530)
§ 3:208	——BrokerCheck® disclosure (Rule 8312)
§ 3:209	——Arbitration disclosure for registered persons (Rule 3080)
§ 3:210	——State broker-dealer registration
В.	ACCOUNT AGREEMENTS AND RELATED MATTERS

 $\ 3:211$  Overview

§ 3:212	Customer account requirements
§ 3:213	—Customer account information (Rule 4512 and Exchange Act Rule
	17a-3)
§ 3:214	— —Information required for all accounts (Rule 4512(a)(1))
§ 3:215	— Additional information required for certain accounts (Rule 4512(a)(2))
§ 3:216	——Records for persons who receive recommendations (Exchange Act
	Rule 17a-3(a)(17))
§ 3:217	—Customer account information (Rule 4513 and Exchange Act Rule
	17a-3)—Information about written complaints (Rule 3110(d))
§ 3:218	—Discretionary account information (Rule 3260 and 4512(a)(3))
§ 3:219	—Customer account name and address matters
§ 3:220	—Customer pre-dispute arbitration agreements (Rule 2268)
§ 3:221	—Changes of investment objectives (Rule 3110(c)(2))
§ 3:222	Confirmations (Exchange Act Rule 10b-10 and Rule 2232)
§ 3:223	Customer account statements (Rule 2340)
§ 3:224	Guidance on Consolidated Financial Account Reports (Regulatory Notice
\$ 2.005	10-19) Thlow orbiting ""Cold colling" for your accounts (Pule 2012)
§ 3:225	Telemarketing/"Cold calling" for new accounts (Rule 2212)
§ 3:226	Account transfers (Rule 11870)
§ 3:227	—Use of negative response letters (Notices to Members 04-72 and 02-57) Disclosure of financial condition (Rule 2261)
§ 3:228	Anti-money laundering compliance programs (Rule 3310)
§ 3:229 § 3:230	Cybersecurity
§ 3.230 § 3:231	Fidelity insurance coverage (Rule 4360)
§ 3:232	Public disclosure program (Rule 2267)
-	
§ 3:233	Privacy of customer information (Regulation S-P and Notice to Members 05-49)
§ 3:234	—Safeguarding customer information (Notice to Members 05-49)
§ 3:235	—Identity theft and red flag requirements (Regulation S-ID; Regulatory Notice 08-69)
§ 3:236	SIPC coverage
C.	COMMUNICATIONS WITH THE PUBLIC
§ 3:237	Overview
§ 3:238	Categories of communications with the public (FINRA Rule 2210)
§ 3:239	—Retail communications (FINRA Rule 2210(b)(1))
§ 3:240	Correspondence (Rule 2210(b)(2))
§ 3:241	—Institutional communications (Rule 2210(b)(3))
§ 3:242	Content standards for communications (Rule 2210(d))
§ 3:243	—General standards applicable to all communications (Rule 2210(d)(1))
§ 3:244	—Specific content standards (Rule 2210(d)(2) to (d)(8))
§ 3:245	Communications with the Public (Rules 2210)—Public appearances (Rule 2210(f))
§ 3:246	Content standards for communications (Rule 2210(d))—Standards applicable to all communications (Rule 2210(d)(1))—Advertising recent mutual fund performance (Notice to Members 00-21)
§ 3:247	— Requirements for variable life insurance and variable annuities (IM-2210-2)
§ 3:248	——Investing CD proceeds into securities products (Notice to Members 93-87)
§ 3:249	——Replacing a CD with a bond fund (Notice to Members 91-74)
§ 3:250	——Hedge fund advertising

8.0.051	
§ 3:251	——Communications about "stretch" IRAs
§ 3:252	—Standards applicable to all communications (Rule 2210(d)(1)(F))—
8 0.050	Interactive calculators
§ 3:253	—Standards applicable to all communications (Rule 2210(d)(1))—Use of FINRA's name or logo in communications (Rule 2210(e) and Rule
	2210(d)(8)
§ 3:254	—Variable products communications (IM-2210-2)
§ 3:255	—Mutual fund performance ranking guidelines (Rule 2212)
§ 3:256	—Bond mutual fund volatility ratings (Rule 2213)
§ 3:257	—Investment analysis tools (Rule 2214)
§ 3:258	—Communications with the public about security futures (Rule 2215)
§ 3:259	—Communications with the public about CMOs (Rule 2216)
§ 3:260	—Use of index comparisons in fund sales material
§ 3:261	—Business cards and letterhead
§ 3:262	—Disclosure of mutual fund fees, expenses, and standardized performance
Ş 5.202	(Rule 2210(d)(5))
§ 3:263	——Additional guidance on fees and expenses
§ 3:264	— — Disclosure of mutual fund fees and expenses (Notice to Members 98-107)
§ 3:265	——Additional FINRA guidance on performance advertising
§ 3:266	——Related performance information for newly-organized funds
§ 3:267	——Advertising exchange-traded fund performance
§ 3:268	— — Guidance on sudden performance changes
§ 3:269	——Use of performance graphs in fund communications
§ 3:270	Standards for institutional communications (Rule 2210)
§ 3:271	SEC advertising and other requirements (Rules 482, 34b-1, and 156)
§ 3:272	—Performance advertisements (1933 Act Rule 482)
§ 3:273	——Disclosure requirements for Rule 482 advertisements
§ 3:274	—Sales literature (1940 Act Rule 34b-1)
§ 3:275	—SEC content standards for sales material (1933 Act Rule 156)
§ 3:276	—Summary prospectus
§ 3:277	FINRA approval, filing, and recordkeeping requirements (Rule 2210)
§ 3:278	Approval, filing, and recordkeeping requirements (Rule 2210)—Principal approval of communications (Rule 2210(b)(1)(A))
§ 3:279	—Principal approval of communications (Rule(b)(1)(A))—Exception for
9	intermediary firms (Rule 2210(b)(1)(C))
§ 3:280	—FINRA filing requirements/Review procedures for retail communications
§ 3:281	(Rule 2210(c))  FIND A fling requirements/Parious procedures (Pule 2210(c)) Filing
8 5:201	—FINRA filing requirements/Review procedures (Rule 2210(c))—Filing fees
§ 3:282	—Recordkeeping requirements (Rule 2210(b)(4))
§ 3:283	Other communications issues
§ 3:284	—Oral communications
§ 3:285	— —Telemarketing/"Cold calling" (Rule 3230)
§ 3:286	— Broker "taping" rule (Rule 3170 (formerly Rule 3010(b)(2))
§ 3:287	—Electronic communications
§ 3:288	——Electronic communications with customers—Guidance for
, c. <u>2</u> 00	representatives
§ 3:289	————Compliance with applicable rules
§ 3:290	———Other internet compliance issues
§ 3:291	— — Third party hyperlinked materials

§ 3:292	——Supervising and recordkeeping for instant messaging (Notice to Members 03-33)
§ 3:293	——Suitability and online communications (Notice to Members 01-23)
§ 3:294	——Disclosure Innovation (Regulatory Notice 19-31)
§ 3:295	——Review and supervision of electronic communications (Regulatory Notice 07-59)
§ 3:296	—Dealer use/Internal use only materials
§ 3:297	—Communications about variable insurance products
§ 3:298	—FINRA and other guidance on social media websites (Regulatory Notices 17-18, 11-39, and 10-06)
§ 3:299	Social media influencers, customer acquisition, and related information protection (2023 guidance)
§ 3:300	Other communications issues—FINRA guidance on customer communications relating to departing representatives (Regulatory Notice 19-10)
D.	SALES AND RELATED MATTERS
§ 3:301	Overview
§ 3:302	Standards of commercial honor and principles of trade (Rule 2010)
§ 3:303	—Illiquid investments (Regulatory Notice 08-30)
§ 3:304	—Advertising and promoting brokerage commission discounts
§ 3:305	Fair dealing with customers
§ 3:306	"Know-your-customer" obligation (Rule 2090)
§ 3:307	Suitability of recommendations to customers (Rule 2111): Summary
§ 3:308	Suitability of recommendations to customers (Rules 2111): Summary—
	"Customer-specific" suitability
§ 3:309	— — Obtain customer investment profile information
§ 3:310	——Appropriate recommendations
§ 3:311	———Definition of a "recommendation"
§ 3:312	——Internal controls
§ 3:313	—"Reasonable basis" suitability
§ 3:314	Suitability of recommendations to customers (Rules 2111)—"Quantitative" suitability
§ 3:315	Suitability of recommendations to customers (Rules 2111): Summary— Other suitability issues
§ 3:316	——Suitability and online communications (Notice to Members 01-23)
§ 3:317	——Suitability issues for multiclass mutual funds (Notices to Members 95-80 and 94-16)
§ 3:318	——Sales of hedge funds to retail customers (Notice to Members 03-07)
§ 3:319	— — Rollovers to Individual Retirement Accounts (Notice to Members 13-45)
§ 3:320	——Suitability obligations to institutional customers
§ 3:321	Sales to senior investors
§ 3:322	Sales to senior investors (Regulatory Notice 07-43)—Suitability of
	recommendations to senior investors
§ 3:323	—Communications with senior investors
§ 3:324	Sales to senior investors (Regulatory Notice)—Other senior investor issues
§ 3:325	Sales to senior investors (Regulatory Notice 07-43)—Other senior investor issues—Diminished capacity and suspected financial abuse of seniors
§ 3:326	— —Investor education
§ 3:327	Exploitation of certain senior investors—Rule 2165
§ 3:328	Investment company rule (Rule 2341 (formerly Rule 2830))

§ 3:329 § 3:330	Investment company rule (Rule 2341)—Sales charges (Rule 2341(d)) —Selling dividends (Rule 2341(e))
§ 3:331	—Refund of sales charges (Rule 2341(h))
§ 3:332	—Directed brokerage arrangements (Rule 2341(k))
§ 3:333	—Compensation issues (Rule 2341(1))
§ 3:334	—Disclosure of deferred sales charge on confirmation (Rule 2341(n))
§ 3:335	Additional mutual fund sales practices requirements
§ 3:336	—Compliance with dealer agreements
§ 3:337	—Mutual fund sales practice obligations (Notices to Members 94-16 and
	95-80)
§ 3:338	—Supervision of mutual fund sales practices
§ 3:339	—Obligations when selling bonds and bond funds (Notice to Members 04-30)
§ 3:340	—Obligations when selling securities in a high yield environment (Regulatory Notice 08-81)
§ 3:341	—Obligations when selling cash alternatives (Regulatory Notice 08-82)
§ 3:342	—Sales of equity-indexed annuities
§ 3:343	—"Switching" or trading in fund shares (Notices to Members 95-80 and 94-16)
§ 3:344	—Sales practice obligations for alternative mutual funds (Regulatory Notice 22-11)
§ 3:345	—Late trading/market timing mutual fund transactions (Notice to Members 03-50)
§ 3:346	——Redemption fees on short-term mutual fund trades
§ 3:347	—Recommendations by representatives changing firms (Notice to
	Members 07-06)
§ 3:348	—Sales of B shares
§ 3:349	—Principal-protected mutual funds
§ 3:350	—Non-traditional ETFs (Regulatory Notice 09-31)
§ 3:351	—High-yield bonds, floating-rate loan funds, and structured retail products
§ 3:352	—Sales on military installations (Rule 2272)
E.	COMPENSATION, GIFTS, AND RELATED ISSUES
§ 3:353	Overview
§ 3:354	Compensation limitations when selling fund shares (Rule 2341(1))
§ 3:355	—General limits on compensation when selling fund shares (Rule 2341(l)(1))
§ 3:356	—Prohibition on receipt of securities (Rule 2341(1)(2))
§ 3:357	—Recordkeeping (Rule 2341(1)(3))
§ 3:358	—Limits on cash compensation (Rule 2341(1)(4))
§ 3:359	— Limits on non-cash compensation (Rule 2341(1)(5))
§ 3:360	———Gifts (Rule 2341(1)(5)(A))
§ 3:361	———Occasional entertainment (Rule 2341(l)(5)(B))
§ 3:362	——Training and education meetings (Rule 2341(l)(5)(C))
§ 3:363	———Non-cash "contests" (Rule 2341(l)(5)(D))
§ 3:364	————Examples of non-cash compensation arrangements (Notice to
8 0.005	Members 95-56)
§ 3:365	— — — Contributions to non-cash arrangements (Rule 2341(l)(5)(E))
§ 3:366	Fee-based brokerage accounts
§ 3:367	—SEC Rule 202(a)(11)-1
§ 3:368	—Fee-based compensation arrangements (Notice to Members 03-68)

§ 3:369	Influencing or rewarding employees of others (Rule 3220)
§ 3:370 § 3:371	<ul><li>—Recordkeeping (Rule 3220(c))</li><li>—Exception for personal gifts, promotional items, and business</li></ul>
	entertainment
§ 3:372	——Personal gifts
§ 3:373	——De minimis and promotional items
§ 3:374	——Business entertainment
§ 3:375	—Proposed 2016 amendments (Regulatory Notice 16-29)
§ 3:376	—Additional guidance on business entertainment (Proposed IM-3060)
§ 3:377	Outside activities of representatives (Rule 3270 and Rule 3280 (formerly 3040))
§ 3:378	Outside activities of representatives (Rules 3270 and 3280)—Outside business activities (Rule 3270)
§ 3:379	—Private securities transactions (Rule 3280)
§ 3:380	Advisory activities of RR/IAs (Notices to Members 96-33 and 94-44)
§ 3:381	Other compensation issues
§ 3:382	—Compensation to retired representatives (Rule 2040(b))
§ 3:383	—Securities accounts at other firms (Rule 3210)
§ 3:384	—Finder's fees (Rule 2420)
§ 3:385	—Payments to unregistered persons (Rule 2040)
§ 3:386	—Solicitor's fees for "investment pools"
§ 3:387	—Guarantees/Sharing in customer accounts (Rules 2150(b) and (c))
§ 3:388	—Borrowing from and lending to customers (Rule 3240)
§ 3:389	—Solicitation of charitable gifts by customers (Notice to Members 06-21)
§ 3:390	—Charges for services performed (Rule 2430)
§ 3:391	—Foreign Corrupt Practices Act compliance (Regulatory Notice 11-12)
§ 3:392	Recruitment compensation practices disclosure (Rule 2273)
§ 3:393	FINRA compensation practices sweep (2015)
F.	SELLING NO-LOAD AND LOAD MUTUAL FUNDS
§ 3:394	No-load mutual funds—Overview
§ 3:395	Suitability/"Know-your-customer" requirements (Rules 2111 and 2010)
§ 3:396	Use of term "no-load" (Rule 2341(d)(4) and Notices to Members 98-107 and 89-35)
§ 3:397	Load mutual funds—Overview
§ 3:398	Mutual fund share classes
§ 3:399	Sales charge limits (Rule 2341(d))
§ 3:400	—Funds without an asset-based sales charge (Rule 2341(d)(1))
§ 3:401	—Funds with an asset-based sales charge (Rule 2341(d)(2))
§ 3:402	—Fund of funds (Rule 2341(d)(3))
§ 3:403	—Use of term "no load" (Rule 2341(d)(4))
§ 3:404	—Service fees (Rule 2341(d)(5))
§ 3:405	—Calculation of CDSCs (Rule 2341(d)(6)(A))
§ 3:406	—Sales loads on reinvested dividends (Rule 2341(d)(6)(B))
§ 3:407	Quantity discounts in sales charges (Regulatory Notice 21-07)
§ 3:408	Quantity discounts in sales charges—Breakpoint discounts
§ 3:409	——"Breakpoint sales" (Rule 2342; Special Notice to Members 02-85)
§ 3:410	— — Breakpoints industry task force/Written disclosure document
§ 3:411	———SEC breakpoint prospectus disclosure requirements
§ 3:412	—Letters of intent
§ 3:413	—Rights of accumulation

§ 3:414 § 3:415	SEC sales charge requirements (1940 Act Section 22(d)) —Scheduled variations in sales loads (1940 Act Rule 22d-1)
§ 3:416	—Transaction or service fees on sales or redemptions
§ 3:417	—Deferred sales loads
§ 3:418	—Asset-based sales charges (1940 Act Rule 12b-1)
§ 3:419	——Mutual fund "supermarkets"
§ 3:420	— —Rule 12b-1 and variable insurance products
§ 3:421	Scheduled variations in sales loads (1940 Act Rule 22d-1)—Asset-based sales charges (1940 Act Rule 12b-1)—Rule 12b-1 rebates
§ 3:422	SEC sales charge requirements (1940 Act Section 22(d))—Revenue sharing
§ 3:423	—Prospectus disclosure about sales charges (Item 7 of Form N-1A)
§ 3:424	Other sales charge matters
§ 3:425	—Sales of B shares
§ 3:426	—Exchange offers: 1940 Act Section 11
§ 3:427	—NAV transfers
§ 3:428	—Share class conflicts from Rule 12b-1 fees
G.	SELLING VARIABLE INSURANCE PRODUCTS
§ 3:429	Overview
§ 3:430	Background: Variable insurance products
§ 3:431	—Variable annuities
§ 3:432	—Variable life insurance
§ 3:433	—Status of variable insurance products under the 1933 and 1940 Acts
§ 3:434	Registration of sales personnel offering variable insurance products
§ 3:435	Communications about variable insurance products
§ 3:436	—General guidelines (Rule 2111)
§ 3:437	—General guidelines (IM-2210-2)—"Do's" and "don'ts" and common problems of variable product communications
§ 3:438	—General guidelines (Rule 2111)—Deficient variable annuity communications
§ 3:439	—Hypothetical variable annuity tax-deferral illustrations
§ 3:440	—Variable life performance communications
§ 3:441	— —Use of internal rates of return in variable life hypothetical illustrations
§ 3:442	— — Use of fund level expenses in VLI hypothetical illustrations
§ 3:443	—Use of pre-dated performance in variable annuity advertisements
§ 3:444	—Advertising of bonus variable annuities
§ 3:445	Suitability considerations for variable insurance products
§ 3:446	—Suitability responsibilities for deferred variable annuities (Rule 2330)
§ 3:447	— Recommendation requirements (Rule 2330(b))
§ 3:448	——Requirements when recommending exchanges (Rule 2330(b)(1)(B))
§ 3:449	——Principal review and approval (Rule 2330(c))
§ 3:450	——Supervisory procedures (Rule 2330(d))
§ 3:451	— — Training (Rule 2330(e))
§ 3:452	—Additional suitability factors for variable insurance products (Notice to
	Members 96-86)
§ 3:453	—Suitability reminder for variable annuity replacement activity
§ 3:454	—Suitability reminder for variable life insurance (Notice to Members 00-44)
§ 3:455	Selling practices for variable insurance products

§ 3:456	—Group variable contract sales practices (Notice to Members 97-27 and Regulatory Notice 09-42)
§ 3:457	—Sales of life settlements to third parties (Notice to Members 06-38 and Regulatory Notice 09-42)
§ 3:458	—Variable annuity replacement activity
§ 3:459	—Sales of charitable gift annuities
§ 3:460	Variable contracts rule (Rule 2320)
§ 3:461	—Receipt of payment (Rule 2320(c))
§ 3:462	—Transmittal (Rule 2320(d))
§ 3:463	—Selling agreements (Rule 2320(e))
§ 3:464	—Redemption (Rule 2320(f))
§ 3:465	—Compensation limitations (Rule 2320(g))
§ 3:466	— —General limits on compensation (Rule 2320(g)(1))
§ 3:467	— Prohibition on receipt of securities (Rule 2320(g)(2))
§ 3:468	——Recordkeeping (Rule 2320(g)(3))
§ 3:469	— —Limits on non-cash compensation (Rule 2320(g)(4))
§ 3:470	— — Gifts (Rule $2320(g)(4)(A)$ )
§ 3:471	— — Occasional entertainment (Rule 2320(g)(4)(B))
§ 3:472	——Training and education meetings (Rule 2320(g)(4)(C))
$\S 3:473$	— — Non-cash "contests" (Rule 2320(g)(4)(D))
§ 3:474	— — Contributions to non-cash arrangements (Rule 2320(g)(5)(E))
$\S 3:475$	Supervision of variable insurance products
$\S 3:476$	—Supervising variable annuity sales (Notice to Members 99-35)
$\S 3:477$	—Supervising variable life insurance sales (Notice to Members 00-44)
$\S 3:478$	—Supervising sales of equity-indexed annuities (Notice to Members 05-50)
§ 3:479	——Status of equity-indexed annuities under the federal securities laws
§ 3:480	Other issues
§ 3:481	—Rule 12b-1 plans for underlying funds
§ 3:482	—Insurance agency networking arrangements
Н.	SELLING MUNICIPAL FUND SECURITIES/SECTION 529 PLANS
§ 3:483	Overview
§ 3:484	MSRB rules
§ 3:485	Registration of sales personnel
§ 3:486	FINRA advertising issues (Notice to Members 03-17)
§ 3:487	Enforcement activities
I.	CLOSED-END MUTUAL FUNDS
§ 3:488	Overview
§ 3:489	Registration of sales personnel
§ 3:490	Underwriting process
§ 3:491	Distribution/Repurchase of closed-end fund shares (1940 Act Section 23)
§ 3:492	—Distribution of shares (1940 Act Sections 23(a) and (b))
§ 3:493	—Repurchases (1940 Act Section 23(c) and Rule 23c-2)
§ 3:494	Advertising and sales literature for closed-end funds
§ 3:495	Partial redemptions of auction rate securities (Regulatory Notice 08-21)
J.	OVERSIGHT AND SUPERVISION OF REPRESENTATIVES
§ 3:496	Overview

0 0 10=	(D.1.0440)
§ 3:497	Supervisory system (Rule 3110)
§ 3:498	—Minimum elements (Rule 3110(a)(1)–(7))
§ 3:499	— Written procedures (Rule 3110(a)(1))
§ 3:500	——Designate principals for each type of business (Rule 3110(a)(2))
§ 3:501	——Designate Branch Offices and OSJs (Rule 3110(a)(3))
§ 3:502	——Designation of supervisors at OSJs and non-OSJs (Rule
8 0 500 50	3110(a)(4))
§ 3:502.50	Branch office definition/exclusions (Rule 3110(f)(2)(A))
§ 3:503	—Minimum elements (Rule 3110(a)(1)–(7))—Representative and principal supervision (Rule 3110(a)(5))
§ 3:504	——Qualification of supervisory personnel (Rule 3110(a)(6))
§ 3.504 § 3:505	——————————————————————————————————————
§ 3.505 § 3:506	——Aintual compliance meetings (Rule 3110(a)(7)) —Written procedures (Rule 3110(b))—Establish, maintain, and enforce
Ş 0.000	written procedures (Rule 3110(b))—Establish, maintain, and emorce written procedures (Rule 3110(b)(1))
§ 3:507	——Review of business (Rule 3110(b)(2))
§ 3:508	— — Tape recording of conversations (Rule 3170) (formerly Rule
3 0.000	3010(b))
§ 3:509	——Review of Correspondence and Internal Communications (Rule
3 3.333	3110(b)(4))
§ 3:510	— — Review of Customer Complaints (Rule 3110(b)(5))
§ 3:511	——Documentation and Supervision of Supervisory Personnel (Rule
	3110(b)(6))
§ 3:512	— — Maintain written procedures (Rule 3110(b)(7))
§ 3:513	— — Heightened supervisory procedures (Notice to Members 97-19 and
	Regulatory Notice 18-15)
§ 3:514	—Internal inspections (Rule 3110(c))—Annual review (Rule 3110(c)(1))
§ 3:515	—Transaction review and investigation (Rule 3110(d))
§ 3:516	Supervisory control system (Rule 3120)
§ 3:517	—"Test and verify" procedures (Rule 3120(a)(1))—"Test and verify"
6.0.510	guidance (Notice to Members 05-29)
§ 3:518	Broker-dealer compliance programs (Rule 3130)
§ 3:519	—Designate chief compliance officer (Rule 3130(a))
§ 3:520	—Annual CEO compliance certification (Rule 3130(b) and (c))
§ 3:521	Other supervision issues
§ 3:522	—Remote office supervision
§ 3:523	——"Off-site" representatives (Notice to Members 86-65 and 98-38)
§ 3:524	— —"Off-site" representatives (Notices to Members 86-65 and 98-38)— Supervision
§ 3:525	— — — Inspections of unregistered offices
§ 3.525 § 3:526	— — ——————————————————————————————————
-	
§ 3:527	— — Fair dealing with customers — — Gifts and entertainment (Rule 3220)
§ 3:528	· · · · · · · · · · · · · · · · · · ·
§ 3:529	— — Communications with the public
§ 3:530	— — Unregistered broker-dealer status
§ 3:531	——SEC Staff Legal Bulletin No. 17
§ 3:532	—Electronic communication review and supervision (Notice to
8 0.500	Members 07-59)
§ 3:533	— — Written policies and procedures
§ 3:534	— Types of electronic communications requiring review
§ 3:535	— — External communications
§ 3:536	— ——Internal communications
§ 3:537	——Identify responsible review person

§ 3:538	— — Method of correspondence review
§ 3:539	— — —Lexicon-based reviews of electronic correspondence
§ 3:540	— — —Random reviews of electronic correspondence
§ 3:541	— — — Combination of lexicon-based and random reviews
§ 3:542	— —Frequency of correspondence review
§ 3:543	——Documentation of correspondence review
§ 3:544	—New product review (Notice to Members 05-26 and Regulatory Notice 12-03)
§ 3:545	—Volatility-Linked Exchange-Traded Products (Regulatory Notice 17-32)
§ 3:546	—Employing statutorily disqualified persons (Notice to Members 90-2)
§ 3:547	—Supervision of core business activities or regulatory functions outsourced to third-party vendors (NTM 05-48 and RN 21-29)
§ 3:548	—Risk management practices (Notice to Members 99-92 and RN 10-57)
§ 3:549	—Pay-to-Play Practices (Rule 2030)
§ 3:550	—Brokers with a significant history of misconduct (Regulatory Notice 21-09)

## K. EXAMINATIONS AND INVESTIGATIONS/PROCEEDINGS

### § 3:551 FINRA and SEC programs

## IV. ERISA REQUIREMENTS

§ 3:552	Overview
§ 3:553	—Definition of an ERISA "fiduciary"
§ 3:554	SEC "T" share guidance on DOL fiduciary rule (Guidance update 2016-6)
§ 3:555	Overview—Definition of a "party in interest"
§ 3:556	ERISA: The "prudent man" rule
§ 3:557	—"Socially desirable" investments
§ 3:558	DOL Regulation 404a-1—General
§ 3:559	—ESG and its impact on investment managers
§ 3:560	—Increasing regulatory scrutiny
§ 3:561	ERISA: The "prudent man" rule—Derivatives
§ 3:562	Proxy voting and related issues
§ 3:563	Proxy voting issues
§ 3:564	—Decisions to tender shares/mergers
§ 3:565	
§ 3:566	
§ 3:567	——Agency cross transactions
§ 3:568	
-	—Cross trades
§ 3:570	—Soft dollars and directed brokerage arrangements under ERISA
§ 3:571	Performance fees under ERISA
$\S 3:572$	Mutual fund issues
§ 3:573	—Use of an affiliated mutual fund—"Dual" fees
$\S 3:574$	—Transactions in Fund Shares (PTCE 84-24)
§ 3:575	—Investing plan assets in affiliated mutual funds (PTCE 77-4)
§ 3:576	ERISA service provider compensation disclosures: DOL Reg. § 2550.408b-2
§ 3:577	"Socially responsible investing"/ESG investments
§ 3:578	ESG and its impact on investment managers
§ 3:579	"Greenwashing"
§ 3:580	Challenges and ambiguities in ESG and sustainable investing

- § 3:581 Increasing regulatory scrutiny
- § 3:582 The ESG debate
- § 3:583 ERISA bonding requirements
- § 3:584 DOL Examinations

# CHAPTER 3A. LATEST REGULATORY TRENDS AND DEVELOPMENTS

#### I. LEGISLATIVE AND REGULATORY DEVELOPMENTS

- § 3A:1 Financial reform legislation
- § 3A:2 Adviser user fee legislation
- § 3A:3 Adviser examinations by third party contractors

#### II. SEC, FINRA, AND OTHER RULE PROPOSALS

- § 3A:4 SEC rule amendments on proxy voting advisers and advisers' proxy voting responsibilities
- § 3A:5 "Exempt reporting advisers"
- § 3A:6 "Say-on-pay" proxy voting proposals
- § 3A:7 Proposed amendments to advertising rule
- § 3A:8 [Reserved]
- § 3A:9 FINRA—Proposed recruitment compensation practices disclosure (Regulatory Notice 15-19)

#### III. INSPECTION AND EXAMINATION PRIORITIES

§ 3A:10 Finders and placement agents

#### IV. OTHER REGULATORY DEVELOPMENTS

- § 3A:11 Executive Order on use of ESG factors in investment decisions
- § 3A:12 Phase-out of LIBOR

# CHAPTER 3B. DODD-FRANK SPECIAL STUDIES AND RELATED MATTERS

- § 3B:1 Overview
- § 3B:2 Financial planner regulation—The GAO Report
- § 3B:3 Investment adviser oversight—The Adviser Oversight Study
- § 3B:4 Adviser/Broker standard of care—The Adviser/Broker Study
- § 3B:5 Access to registration information—The Information Access Study

# CHAPTER 4. STATE REGULATION OF FINANCIAL PLANNERS

# I. OVERVIEW OF STATE REGULATION OF FINANCIAL PLANNERS

- § 4:1 Introduction/effects of NSMIA
- § 4:2 Uniform Securities Acts

#### II. INVESTMENT ADVISER REGULATION

#### § 4:3 Overview of state requirements

A.	REGISTRATI	ON	REQU	UREN	<b>IENTS</b>
----	------------	----	------	------	--------------

- § 4:4 Overview of state registration requirements
- § 4:5 —Definition of investment adviser
- § 4:6 —Registration of investment advisers
- § 4:7 Small advisers
- § 4:8 Mid-sized advisers—The "assets under management" test
- § 4:9 Large advisers
- § 4:10 Certain advisers permitted/required to register with the SEC
- § 4:11 Registration process
- § 4:12 Overview of state registration requirements—Registration of investment adviser representatives
- § 4:13 —Licensing period/renewals
- § 4:14 —IARD system for registering advisers and investment adviser representatives

#### B. REGULATION AND COMPLIANCE

- § 4:15 Overview of state regulatory and compliance requirements
- § 4:16 —Recordkeeping requirements
- § 4:17 —Custody
- § 4:18 —Advisory contracts
- § 4:19 —Disclosure requirements—Form ADV
- § 4:20 —Advertising
- § 4:21 —Fiduciary duty/Antifraud provisions
- § 4:22 —Audits
- § 4:23 —Net capital and bonding
- § 4:24 —Service of process
- § 4:25 —Privacy
- § 4:26 —Advisers Act provisions applicable to state-registered advisers

#### III. BROKER-DEALER REGULATION

- § 4:27 Overview of state requirements
- § 4:28 Registration of broker-dealers and agents
- § 4:29 —Broker-dealer registration
- § 4:30 Agent registration
- § 4:31 —Fees
- § 4:32 —Net capital and bonding
- § 4:33 —Service of process

#### IV. INSURANCE REGULATION

- § 4:34 Overview of state insurance regulation
- § 4:35 Licensing of insurance agents and consultants/advisers
- § 4:36 Unfair practices
- § 4:37 —Use of financial planner designation
- § 4:38 —Advertisements
- § 4:39 —Replacement or "switching"
- § 4:40 —Rebating

- § 4:41 —Referral fees
- § 4:42 —Giving investment advice
- § 4:43 —Disclosure
- § 4:44 Privacy
- § 4:45 State insurance regulators

#### V. SECURITIES ADMINISTRATORS/NASAA

- § 4:46 Securities administrators in the U.S., Canada, and Mexico
- § 4:47 North American Securities Administrators Association (NASAA) overview
- § 4:48 North American Securities Administrators Association (NASAA)— Investment Advisers Guide
- § 4:49 —Compliance best practices
- § 4:50 —Top investor threats
- § 4:51 —Protecting senior investors
- § 4:52 —2019 survey of audits and examinations
- $\$  4:53 Regulation Best Interest: National Examination Initiative Phase One (2020)

#### CHAPTER 5. CIVIL AND CRIMINAL LIABILITY

- § 5:1 Introduction
- § 5:2 Civil liability under federal statutes
- § 5:3 Civil liability under state statutes
- § 5:4 Breach of contract
- § 5:5 Breach of fiduciary duties
- § 5:6 Criminal liability
- § 5:7 Report on Financial Planner Standards of Conduct

# CHAPTER 6. SEC AND FINRA EXAMINATIONS AND ENFORCEMENT

- § 6:1 Introduction
- § 6:2 SEC adviser examinations/inspections
- § 6:3 SEC adviser examinations—Regular or routine inspections
- § 6:4 —"Cause" inspections
- § 6:5 —"Sweep" inspections
- § 6:5.50 —Inspections of "newly-registered" advisers (2023 Risk Alert)
- § 6:6 —Results of an SEC inspection
- § 6:7 —SEC Inspection Manual
- § 6:8 SEC investigations and enforcement proceedings
- § 6:9 —Criminal actions (Section 217)
- § 6:10 Broker-dealer examinations
- § 6:11 —FINRA examinations
- § 6:12 ——Cycle examination process
- § 6:13 ——Improving examination results/compliance outreach
- § 6:14 ——Cultural values examination letter
- § 6:15 —SEC examinations (1934 Act Section 17)
- § 6:16 ——Examination process
- § 6:17 Broker-dealer investigations and enforcement proceedings
- § 6:18 —FINRA investigations/proceedings
- § 6:19 ——FINRA cooperation guidance
- § 6:20 —FINRA investigations/proceedings—Standford and Madoff schemes: Special Review Committee report

§ 6:21	—SEC investigations/proceedings
§ 6:22	— —Enforcement manual
§ 6:23	—SEC investigations/proceedings—Cooperation guidance
§ 6:24	——Specialized units

# CHAPTER 7. USE OF PROFESSIONAL DESIGNATIONS, CERTIFICATIONS, AND RELATED MATTERS

# I. OVERVIEW OF PROFESSIONAL DESIGNATIONS, CERTIFICATIONS, AND RELATED MATTERS

§ 7:1 Introduction

#### II. FINANCIAL PLANNING ASSOCIATION

- § 7:2 Background and purpose
- § 7:3 Fiduciary Task Force findings
- § 7:4 Code of ethics and standard of care

#### III. CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS

- § 7:5 Background and purpose
- § 7:6 CFP® educational, examination, and experience requirements
- § 7:7 Ethics and disciplinary matters (Code of Ethics/Standards of Professional Conduct)

#### IV. SOCIETY OF FINANCIAL SERVICE PROFESSIONALS

- § 7:8 Background and purpose
- § 7:9 Membership requirements
- § 7:10 Ethical requirements—Code of Professional Responsibility

#### V. THE AMERICAN COLLEGE OF FINANCIAL SERVICES

- § 7:11 Background and purpose
- § 7:12 CLU® designation
- § 7:13 ChFC® designation
- § 7:14 Master of Science in Financial Services (MSFS)
- § 7:15 Code of ethics

# VI. INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

- § 7:16 Purpose and membership requirements
- § 7:17 Code of ethics

# VII. NATIONAL ASSOCIATION OF PERSONAL FINANCIAL ADVISORS

- § 7:18 Background and purpose
- § 7:19 Membership requirements
- § 7:20 —NAPFA-Registered Financial Advisor
- § 7:21 Code of ethics

#### VIII. CFA INSTITUTE

§ 7:22 Background and purpose

- § 7:23 CFA course of study/examinations/other requirements
- § 7:24 Ethical standards

#### IX. INVESTMENT ADVISER ASSOCIATION

- § 7:25 Background and purpose
- § 7:26 Membership criteria and annual dues
- § 7:27 Standards of practice
- § 7:28 CIC program

#### X. INSTITUTE OF BUSINESS & FINANCE

- § 7:29 Background and purpose
- § 7:30 Certified Fund Specialist® designation
- § 7:31 Certified Annuity Specialist® designation

#### XI. REGISTERED FINANCIAL PLANNERS INSTITUTE

- § 7:32 Summary
- § 7:33 RFP® requirements
- § 7:34 Code of ethics
- § 7:35 Complaint procedures and disciplinary actions

# XII. OTHER DESIGNATIONS, CERTIFICATIONS, AND ASSOCIATIONS

§ 7:36 Summary

#### XIII. USE OF SENIOR DESIGNATIONS—REGULATORY ISSUES

§ 7:37 SEC, State, and FINRA guidance

#### XIV. USE OF "INVESTMENT COUNSEL"—SEC REQUIREMENTS

§ 7:38 Advisers Act requirements (Section 208(c))

#### XV. USE OF "RIA"—SEC REQUIREMENTS

§ 7:39 Advisers Act requirements

#### XVI. USE OF "FINANCIAL ADVISOR"—SEC REQUIREMENTS

§ 7:40 Regulation BI

#### CHAPTER 8. IMPACT ON OTHER PROFESSIONS

§ 8:1 Introduction

#### I. ACCOUNTANTS

- § 8:2 Accountants—Overview
- § 8:3 Applicability of the Advisers Act
- § 8:4 —Accountant's exception (Section 202(a)(11)(B))
- § 8:5 ——"Holding out"
- § 8:6 ——Reasonably related to accounting services
- § 8:7 ——Fee structure
- § 8:8 ——Applying the accountant's exception: practical examples

- § 8:9 —Registration of an affiliated entity
- § 8:10 Effects of Advisers Act registration
- § 8:11 Solicitor activities
- § 8:12 Insurance activities
- § 8:13 Broker-dealer activities
- § 8:14 State adviser regulation

#### II. ATTORNEYS

- § 8:15 Attorneys—Overview
- § 8:16 Applicability of the Advisers Act
- § 8:17 —Attorney's exception (Section 202(a)(11)(B))
- § 8:18 ——"Holding out"
- § 8:19 ——Reasonably related to legal services
- § 8:20 ——Nature of fee charged
- § 8:21 Effects of Advisers Act registration
- § 8:22 Solicitor activities
- § 8:23 Insurance activities
- § 8:24 Broker-dealer activities
- § 8:25 State adviser regulation
- § 8:26 Ethical considerations—State ethics requirements

#### III. BROKER-DEALERS

- § 8:27 Broker-dealers—Overview
- § 8:28 Applicability of the Advisers Act
- § 8:29 —Broker-dealer exception (Section 202(a)(11)(C))
- § 8:30 Effects of Advisers Act registration
- § 8:31 —Issues for dual registrants
- § 8:32 Solicitor/finder activities
- § 8:33 Insurance activities
- § 8:34 State adviser regulation
- § 8:35 State broker-dealer regulation

#### IV. INSURANCE

- § 8:36 Insurance—Overview
- § 8:37 Licensing of insurance agents and consultants/advisers
- § 8:38 Unfair practices
- § 8:39 —Use of financial planner designation
- § 8:40 —Advertisements
- § 8:41 —Replacement or "switching"
- § 8:42 —Rebating
- § 8:43 —Referral fees
- § 8:44 —Giving investment advice
- § 8:45 —Disclosure
- § 8:46 —Planning opportunities

## PART II. ANALYSIS OF STATE ADVISER, BROKER-DEALER, AND INSURANCE REQUIREMENTS

#### CHAPTER 9. ALABAMA

- § 9:1 Investment advisers—Registration
- § 9:2 —Fees
- § 9:3 —Bonds and net capital
- § 9:4 —Service of process
- § 9:5 —Recordkeeping requirements
- § 9:6 —Advisory contracts
- § 9:7 —Disclosure requirements
- § 9:8 Broker-dealers—Registration of broker-dealers and agents
- § 9:9 —Fees
- § 9:10 —Bonds and net capital
- § 9:11 —Service of process
- § 9:12 Insurance regulations—Separate registration or licensure
- § 9:13 —Disclosure requirements
- § 9:14 —Unfair trade practices—Use of term "financial planner"
- § 9:15 ——Rebating

#### CHAPTER 10. ALASKA

- § 10:1 Investment advisers—Registration
- § 10:2 —Fees
- § 10:3 —Bonds and net capital
- § 10:4 —Service of process
- § 10:5 —Recordkeeping requirements
- § 10:6 —Advisory contracts
- § 10:7 —Disclosure requirements
- § 10:8 Broker-dealers—Registration of broker-dealers and agents
- § 10:9 —Fees
- § 10:10 —Bonds and net capital
- § 10:11 —Service of process
- § 10:12 Insurance regulations—Separate registration or licensure
- § 10:13 —Disclosure requirements
- § 10:14 —Unfair trade practices—Use of term "financial planner"
- § 10:15 ——Rebating

#### CHAPTER 11. ARIZONA

- § 11:1 Investment advisers—Registration
- § 11:2 —Fees
- § 11:3 —Bonds and net capital
- § 11:4 —Recordkeeping requirements
- § 11:5 —Advisory contracts
- § 11:6 —Disclosure requirements
- § 11:7 Broker-dealers—Registration of broker-dealers and agents
- § 11:8 —Fees
- § 11:9 —Bonds and net capital
- § 11:10 —Service of process
- § 11:11 Insurance regulations—Separate registration or licensure

Table of Contents —Disclosure requirements § 11:12 § 11:13 —Unfair trade practices—Use of term "financial planner" § 11:14 ——Rebating CHAPTER 12. ARKANSAS § 12:1 Investment advisers—Registration § 12:2 -Fees § 12:3 —Bonds and net capital § 12:4 —Service of process § 12:5 —Recordkeeping requirements § 12:6 —Advisory contracts § 12:7 —Disclosure requirements Broker-dealers—Registration of broker-dealers and agents § 12:8 § 12:9 -Fees § 12:10 —Bonds and net capital § 12:11 —Service of process § 12:12 Insurance regulations—Separate registration or licensure § 12:13 —Disclosure requirements § 12:14 —Unfair trade practices—Use of term "financial planner" § 12:15 ——Rebating CHAPTER 13. CALIFORNIA Investment advisers—Certification § 13:1 § 13:2 -Fees § 13:3 —Net capital requirements § 13:4 —Service of process § 13:5 —Reporting and recordkeeping requirements § 13:6 —Advisory contracts § 13:7 —Disclosure requirements § 13:8 Broker-dealers—Registration of broker-dealers and agents § 13:9 —Fees § 13:10 —Net capital requirements § 13:11 —Service of process Insurance regulations—Separate registration or licensure § 13:12 § 13:13 —Disclosure requirements § 13:14 —Unfair trade practices—Use of term "financial planner" § 13:15 — —Rebating CHAPTER 14. COLORADO § 14:1 Investment advisers—Registration § 14:2 —Fees § 14:3 —Bonds and net capital § 14:4 —Service of process § 14:5 —Recordkeeping requirements § 14:6 —Advisory contracts § 14:7 —Disclosure requirements § 14:8 Broker-dealers—Registration of broker-dealers and agents § 14:9 —Fees —Bonds and net capital § 14:10

Insurance regulations—Separate registration or licensure

§ 14:11

§ 14:12

—Service of process

§ 14:13 —Disclosure requirements § 14:14 —Unfair trade practices—Use of term "financial planner" § 14:15 — —Rebating CHAPTER 15. CONNECTICUT § 15:1 Investment advisers—Registration of investment advisers and agents § 15:2 -Fees § 15:3 —Bonds and net capital § 15:4 —Service of process § 15:5 —Recordkeeping requirements § 15:6 —Advisory contracts § 15:7 —Disclosure requirements Broker-dealers—Registration of broker-dealers and agents § 15:8 -Fees § 15:9 —Bonds and net capital § 15:10 § 15:11 —Service of process § 15:12 Insurance regulations—Separate registration or licensure § 15:13 —Disclosure requirements -Unfair trade practices-Use of term "financial planner" § 15:14 § 15:15 ——Rebating CHAPTER 16. DELAWARE Investment advisers—Registration of investment advisers and agents § 16:1 § 16:2 -Fees § 16:3 —Bonds and net capital § 16:4 —Service of process § 16:5 -Recordkeeping requirements § 16:6 —Advisory contracts —Disclosure requirements § 16:7 § 16:8 Broker-dealers—Registration of broker-dealers and agents —Fees § 16:9 § 16:10 —Bonds and net capital —Service of process § 16:11 Insurance regulations—Separate registration or licensure § 16:12 § 16:13 —Disclosure requirements § 16:14 —Unfair trade practices—Use of term "financial planner" § 16:15 — —Rebating CHAPTER 17. DISTRICT OF COLUMBIA Investment advisers—Registration of investment advisers § 17:1 § 17:2 —Fees § 17:3 —Bonds and net capital § 17:4 —Service of process § 17:5 —Recordkeeping requirements —Advisory contracts § 17:6

Broker-dealers—Registration of broker-dealers and agents

Insurance regulations—Separate registration or licensure

xliv

§ 17:7

§ 17:8 § 17:9

§ 17:10

§ 17:11

§ 17:12

—Fees

—Disclosure requirements

—Bonds and net capital

—Service of process

- § 17:13 —Unfair trade practices—Use of term "financial planner" when selling only insurance
- § 17:14 ——Rebating

#### CHAPTER 18. FLORIDA

- § 18:1 Investment advisers—Registration
- § 18:2 —Fees
- § 18:3 —Bonds and net capital
- § 18:4 —Service of process
- § 18:5 —Recordkeeping requirements
- § 18:6 —Advisory contracts
- § 18:7 Broker-dealers—Registration of broker-dealers and agents
- § 18:8 —Fees
- § 18:9 —Bonds and net capital
- § 18:10 —Service of process
- § 18:11 Insurance regulations—Separate registration or licensure
- § 18:12 —Disclosure requirements
- § 18:13 —Unfair trade practices—Use of term "financial planner"
- § 18:14 ——Rebating

#### CHAPTER 19. GEORGIA

- § 19:1 Investment advisers—Registration
- § 19:2 —Fees
- § 19:3 —Bonds and net capital
- § 19:4 —Service of process
- § 19:5 —Recordkeeping requirements
- § 19:6 —Advisory contracts
- § 19:7 —Disclosure requirements
- § 19:8 Broker-dealers—Registration of dealers and agents
- § 19:9 —Fees
- § 19:10 —Bonds and net capital
- § 19:11 —Service of process
- § 19:12 Insurance regulations—Separate registration or licensure
- § 19:13 —Disclosure requirements
- § 19:14 —Unfair trade practices—Use of term "financial planner"
- § 19:15 ——Rebating

#### CHAPTER 20. HAWAII

- § 20:1 Investment advisers—Registration
- § 20:2 —Fees
- § 20:3 —Bonds and net capital
- § 20:4 —Service of process
- § 20:5 —Recordkeeping requirements
- § 20:6 —Advisory contracts
- § 20:7 —Disclosure requirements
- § 20:8 Broker-dealers—Registration of broker-dealers and agents
- § 20:9 —Fees
- § 20:10 —Bonds and net capital
- § 20:11 —Service of process
- § 20:12 Insurance regulations—Separate registration or licensure
- § 20:13 —Unfair trade practices—Rebating

#### CHAPTER 21. IDAHO

- § 21:1 Investment advisers—Registration
- § 21:2 —Fees
- § 21:3 —Bonds and net capital
- § 21:4 —Service of process
- § 21:5 —Recordkeeping requirements
- § 21:6 —Advisory contracts
- § 21:7 —Disclosure requirements
- § 21:8 Broker-dealers—Registration of broker-dealers and agents
- § 21:9 —Fees
- § 21:10 —Bonds and net capital
- § 21:11 —Service of process
- § 21:12 Insurance regulations—Separate registration or licensure
- § 21:13 [Reserved]
- § 21:15 ——Rebating

#### CHAPTER 22. ILLINOIS

- § 22:1 Investment advisers—Registration
- § 22:2 —Fees
- § 22:3 —Bonds and net capital
- § 22:4 —Service of process
- § 22:5 —Recordkeeping requirements
- § 22:6 —Advisory contracts
- § 22:7 —Disclosure requirements
- $\S~22:8$  Broker-dealers—Registration of broker-dealers and agents
- § 22:9 —Fees
- § 22:10 —Bonds and net capital
- § 22:11 —Service of process
- § 22:12 Insurance regulations—Separate registration or licensure
- § 22:13 —Disclosure requirements
- § 22:14 —Unfair trade practices—Use of term "financial planner"
- $\S 22:15$  ——Rebating

#### CHAPTER 23. INDIANA

- § 23:1 Investment advisers—Registration
- § 23:2 —Fees
- § 23:3 —Bonds and net capital
- § 23:4 —Service of process
- § 23:5 —Recordkeeping requirements
- § 23:6 —Advisory contracts
- § 23:7 —Disclosure requirements
- § 23:8 Broker-dealers—Registration of broker-dealers and agents
- § 23:9 —Fees
- § 23:10 —Bonds and net capital
- § 23:11 —Service of process
- § 23:12 Insurance regulations—Separate registration or licensure
- § 23:13 —Disclosure requirements
- § 23:14 —Unfair trade practices—Use of term "financial planner"
- $\S 23:15$  ——Rebating

<b>CHAPTER</b>	<b>24.</b>	IOWA
----------------	------------	------

- § 24:1 Investment advisers—Registration
- § 24:2 —Fees
- § 24:3 —Bonds and net capital
- § 24:4 —Service of process
- § 24:5 —Recordkeeping requirements
- § 24:6 —Advisory contracts
- § 24:7 —Disclosure requirements
- § 24:8 Broker-dealers—Registration of broker-dealers and agents
- § 24:9 —Fees
- § 24:10 —Bonds and net capital
- § 24:11 —Service of process
- § 24:12 Insurance regulations—Separate registration or licensure
- § 24:13 —Disclosure requirements
- § 24:14 —Unfair trade practices—Use of term "financial planner"
- § 24:15 ——Rebating

#### CHAPTER 25. KANSAS

- § 25:1 Investment advisers—Registration
- § 25:2 —Fees
- § 25:3 —Bonds and net capital
- § 25:4 —Service of process
- § 25:5 —Recordkeeping requirements
- § 25:6 —Advisory contracts
- § 25:7 —Disclosure requirements
- § 25:8 Broker-dealers—Registration of broker-dealers and agents
- § 25:9 —Fees
- $\S~25:10$  —Bonds and net capital
- § 25:11 —Service of process
- § 25:12 Insurance regulations—Separate registration or licensure
- § 25:13 —Disclosure requirements
- § 25:14 —Unfair trade practices—Use of term "financial planner"
- § 25:15 ——Rebating

#### CHAPTER 26. KENTUCKY

- § 26:1 Investment advisers—Registration
- § 26:2 —Fees
- § 26:3 —Net worth
- § 26:4 —Service of process
- § 26:5 —Recordkeeping requirements
- § 26:6 —Advisory contracts
- § 26:7 —Disclosure requirements
- § 26:8 Broker-dealers—Registration of broker-dealers and agents
- § 26:9 —Fees
- § 26:10 —Financial requirements
- § 26:11 —Service of process
- § 26:12 Insurance regulations—Separate registration or licensure
- § 26:13 —Disclosure requirements
- § 26:14 —Unfair trade practices—Use of term "financial planner"
- § 26:15 ——Rebating

#### CHAPTER 27. LOUISIANA

- § 27:1 Investment advisers—Registration
- § 27:2 —Fees
- § 27:3 —Service of process
- § 27:4 —Bonds and net capital
- § 27:5 —Recordkeeping requirements
- § 27:6 —Advisory contracts
- § 27:7 Dealers—Registration of dealers and agents
- § 27:8 —Fees
- § 27:9 —Bonds and net capital
- § 27:10 —Service of process
- § 27:11 Insurance regulations—Separate registration or licensure
- § 27:12 —Disclosure requirements
- § 27:13 —Unfair trade practices—Use of term "financial planner"
- § 27:14 ——Rebating

#### CHAPTER 28. MAINE

- § 28:1 Investment advisers—Licensing
- § 28:2 —Fees
- § 28:3 —Bonds and net capital
- § 28:4 —Service of process
- § 28:5 —Recordkeeping requirements
- § 28:6 —Advisory contracts
- § 28:7 —Disclosure requirements
- § 28:8 Broker-dealers—Registration of broker-dealers and agents
- § 28:9 —Fees
- § 28:10 —Bonds and net capital
- § 28:11 —Service of process
- § 28:13 —Disclosure requirements
- § 28:14 —Unfair trade practices—Use of term "financial planner"
- § 28:15 ——Rebating

#### CHAPTER 29. MARYLAND

- § 29:1 Investment advisers—Registration
- § 29:2 —Fees
- § 29:3 —Bonds and net capital
- § 29:4 —Service of process
- § 29:5 —Recordkeeping requirements
- § 29:6 —Advisory contracts
- § 29:7 —Disclosure requirements
- § 29:8 Broker-dealers—Registration of broker-dealers and agents
- § 29:9 —Fees
- § 29:10 —Bonds and net capital
- § 29:11 —Service of process
- § 29:12 Insurance regulations—Separate registration or licensure
- § 29:13 —Disclosure requirements
- $\S~29:14~$  —Unfair trade practices—Use of term "financial planner"
- § 29:15 ——Rebating

#### CHAPTER 30. MASSACHUSETTS

§ 30:1 Investment advisers—Registration

§ 30:2	—Fees
§ 30:3	—Bonds and net capital
§ 30:4	—Service of process
§ 30:5	—Recordkeeping requirements
§ 30:6	—Advisory contracts
§ 30:7	—Disclosure requirements
§ 30:8	Broker-dealers—Registration of broker-dealers and agents
§ 30:9	—Fees
§ 30:10	—Bonds and net capital
§ 30:11	—Service of process
§ 30:12	Insurance regulations—Separate registration or licensure
§ 30:13	—Disclosure requirements
§ 30:14	—Unfair trade practices—Use of term "financial planner"
§ 30:15	——Rebating
	-

#### **CHAPTER 31. MICHIGAN**

§ 31:1 Investment advisers—Registration § 31:2 -Fees § 31:3 —Bonds and net capital § 31:4 —Service of process § 31:5 -Recordkeeping requirements § 31:6 —Advisory contracts —Disclosure requirements § 31:7 Broker-dealers—Registration of broker-dealers and agents § 31:8 § 31:9 —Fees —Bonds and net capital § 31:10 § 31:11 —Service of process Insurance regulations—Separate registration or licensure § 31:12 § 31:13 —Disclosure requirements —Unfair trade practices—Use of term "financial planner" § 31:14 § 31:15 ——Rebating

#### CHAPTER 32. MINNESOTA

§ 32:1 Investment advisers—Licensing § 32:2 -Fees § 32:3 -Bonds and net capital § 32:4 —Service of process § 32:5 —Recordkeeping requirements § 32:6 —Advisory contracts § 32:7 —Disclosure requirements Broker-dealers—Registration of broker-dealers and agents § 32:8 —Fees § 32:9 § 32:10 -Bonds and net capital § 32:11 —Service of process § 32:12 Insurance regulations—Separate registration or licensure —Disclosure requirements § 32:13 § 32:14 —Unfair trade practices—Use of term "financial planner" § 32:15 ——Rebating

#### CHAPTER 33. MISSISSIPPI

§ 33:1 Investment advisers—Registration

§ 33:2	—Fees
§ 33:3	—Bonds and net capital
§ 33:4	—Service of process
§ 33:5	—Recordkeeping requirements
§ 33:6	—Disclosure requirements
§ 33:7	Broker-dealers—Registration of broker-dealers and agents
§ 33:8	—Fees
§ 33:9	—Bonds and net capital
§ 33:10	—Service of process
§ 33:11	Insurance regulations—Separate registration or licensure
§ 33:12	—Disclosure requirements
§ 33:13	—Unfair trade practices—Use of term "financial planner"
§ 33:14	——Rebating
CHAF	PTER 34. MISSOURI
§ 34:1	Investment advisers—Registration
§ 34:2	Fees
§ 34:3	—Bonds and net capital
§ 34:4	—Service of process
§ 34:5	—Recordkeeping requirements
§ 34:6	—Advisory contracts
§ 34:7	—Disclosure requirements
§ 34:8	Broker-dealers—Registration of broker-dealers and agents
§ 34:9	—Fees
§ 34:10	—Bonds and net capital
§ 34:11	—Service of process
§ 34:12	Insurance regulations—Separate registration or licensure
§ 34:13	—Disclosure requirements
§ 34:14	—Unfair trade practices—Use of term "financial planner"
§ 34:15	——Rebating
CHAF	PTER 35. MONTANA
§ 35:1	
§ 35.1	—Fees
§ 35:3	—Bonds and net capital
§ 35:4	—Service of process
§ 35:5	—Recordkeeping requirements
§ 35:6	—Advisory contracts
§ 35:7	—Disclosure requirements
§ 35:8	Broker-dealers—Registration of broker-dealers and agents
§ 35:9	—Fees
	[Reserved]
§ 35:11	Broker-dealers—Service of process
§ 35:12	Insurance regulations—Separate registration or licensure
§ 35:13	—Disclosure requirements
§ 35:14	—Unfair trade practices—Use of term "Financial planner"
§ 35:15	——Rebating
СПАТ	OTED 96 NEDDACKA
	PTER 36. NEBRASKA
§ 36:1	Investment advisers—Registration
§ 36:2	—Fees

§ 36:3 —Bonds and net capital § 36:4 —Service of process § 36:5 —Recordkeeping requirements § 36:6 —Advisory contracts § 36:7 —Disclosure requirements Broker-dealers—Registration of broker-dealers and agents § 36:8 § 36:9 —Fees § 36:10 —Bonds and net capital § 36:11 —Service of process § 36:12 Insurance regulations—Separate registration or licensure —Disclosure requirements § 36:13 —Unfair trade practices—Use of term "financial planner" § 36:14

#### CHAPTER 37. NEVADA

——Rebating

- § 37:1 Investment advisers—Licensing
- § 37:2 —Fees

§ 36:15

- § 37:3 —Bonds and net capital
- § 37:4 —Service of process
- § 37:5 —Recordkeeping requirements
- § 37:6 —Advisory contracts
- § 37:7 Broker-dealers—Registration of broker-dealers and agents
- § 37:8 —Fees
- § 37:9 —Bonds and net capital
- § 37:10 —Service of process
- § 37:11 Insurance regulations—Separate registration or licensure
- § 37:12 —Disclosure requirements
- § 37:13 —Unfair trade practices—Use of term "financial planner"
- § 37:14 ——Rebating

#### CHAPTER 38. NEW HAMPSHIRE

- § 38:1 Investment advisers—Licensing
- § 38:2 —Fees
- § 38:3 —Bonds and net capital
- § 38:4 —Service of process
- § 38:5 —Recordkeeping requirements
- § 38:6 —Advisory contracts
- § 38:7 —Disclosure requirements
- § 38:8 Broker-dealers—Registration of broker-dealers and agents
- § 38:9 —Fees
- § 38:10 —Bonds and net capital
- § 38:11 —Service of process
- § 38:12 Insurance regulations—Separate registration or licensure
- § 38:13 —Disclosure requirements
- § 38:14 —Unfair trade practices—Use of term "financial planner"
- § 38:15 ——Rebating

#### CHAPTER 39. NEW JERSEY

- § 39:1 Investment advisers—Registration
- § 39:2 —Fees
- § 39:3 —Bonds and net capital

§ 39:4	—Service of process
§ 39:5	—Recordkeeping requirements
§ 39:6	—Advisory contracts
§ 39:7	—Disclosure requirements
§ 39:8	Broker-dealers—Registration of broker-dealers and agents
§ 39:9	—Fees
§ 39:10	—Bonds and net capital
§ 39:11	—Service of process
§ 39:12	Insurance regulations—Separate registration or licensure
§ 39:13	—Disclosure requirements
§ 39:14	—Unfair trade practices—Use of term "financial planner"
§ 39:15	——Rebating
CHAP	PTER 40. NEW MEXICO
§ 40:1	
§ 40:1	
§ 40:3	
§ 40:4	
§ 40:5	—Recordkeeping requirements
§ 40:6	—Advisory contracts
§ 40:7	—Disclosure requirements
§ 40:8	Broker-dealers—Registration of broker-dealers and agents
§ 40:9	—Fees
§ 40:10	—Bonds and net capital
§ 40:11	—Service of process
§ 40:12	Insurance regulations—Separate registration or licensure
§ 40:13	—Disclosure requirements
§ 40:14	—Unfair trade practices—Use of term "financial planner"
§ 40:15	——Rebating
CHAP	TER 41. NEW YORK
§ 41:1	
§ 41:2	—Fees
§ 41:3	
§ 41:4	—Bonds and net capital
§ 41:5	—Recordkeeping requirements
§ 41:6	—Advisory contracts
§ 41:7	—Disclosure requirements
§ 41:8	Brokers and dealers—Registration of broker-dealers and salesmen
§ 41:9	Broker-dealers—Fees
§ 41:10	—Bonds and net capital
§ 41:11	—Service of process
§ 41:12	Insurance regulations—Separate registration or licensure
§ 41:13	—Disclosure requirements
§ 41:14	—Unfair trade practices—Use of term "financial planner"
§ 41:15	——Rebating
CHAP	PTER 42. NORTH CAROLINA
§ 42:1	Investment advisers—Registration
§ 42:2	—Fees
§ 42:3	—Bonds and net capital

§ 42:4 —Service of process § 42:5 —Recordkeeping requirements § 42:6 —Advisory contracts § 42:7 —Disclosure requirements § 42:8 Broker-dealers—Registration of broker-dealers and agents § 42:9 § 42:10 —Bonds and net capital § 42:11 —Service of process § 42:12 Insurance regulations—Separate registration or licensure § 42:13 —Disclosure requirements —Unfair trade practices—Use of term "financial planner" § 42:14 § 42:15 — —Rebating

#### CHAPTER 43. NORTH DAKOTA

- $\S~43:1$  Investment advisers—Registration
- § 43:2 —Fees
- § 43:3 —Bonds and net capital
- § 43:4 —Service of process
- § 43:5 —Recordkeeping requirements
- § 43:6 —Advisory contracts
- § 43:7 —Disclosure requirements
- § 43:8 Broker-dealers—Registration of broker-dealers and agents
- § 43:9 —Fees
- § 43:10 —Bonds and net capital
- § 43:11 —Service of process
- § 43:12 Insurance regulations—Separate registration or licensure
- § 43:13 —Disclosure requirements
- § 43:14 —Unfair trade practices—Use of term "financial planner"
- § 43:15 ——Rebating

#### CHAPTER 44. OHIO

- § 44:1 Investment advisers—Registration
- § 44:2 —Fees
- § 44:3 —Bonds and net capital
- § 44:4 —Service of process
- § 44:5 —Recordkeeping requirements
- § 44:6 —Advisory contracts
- § 44:7 —Disclosure requirements
- § 44:8 Broker-dealers—Registration of broker-dealers and agents
- § 44:9 —Fees
- § 44:10 —Bonds and net capital
- § 44:11 —Recordkeeping requirements
- § 44:12 —Service of process
- § 44:13 Insurance regulations—Separate registration or licensure
- § 44:14 —Disclosure requirements
- § 44:15 —Unfair trade practices—Use of term "financial planner"
- § 44:16 ——Rebating

#### CHAPTER 45. OKLAHOMA

- § 45:1 Investment advisers—Registration
- § 45:2 —Fees

	REGULATIO
§ 45:3	—Bonds and net capital
§ 45.4	—Service of process
§ 45:5	—Recordkeeping requirements
§ 45.5 § 45:6	—Advisory contracts
	*
§ 45:7	—Disclosure requirements
§ 45:8	Broker-dealers—Registration of broker-dealers and agents
§ 45:9	—Fees
§ 45:10	—Bonds and net capital
§ 45:11	—Service of process
§ 45:12	Insurance regulations—Separate registration or licensure
§ 45:13	—Disclosure requirements
§ 45:14	—Unfair trade practices—Use of term "financial planner"
§ 45:15	——Rebating
CHAT	OTED 46 ODECON
	PTER 46. OREGON
§ 46:1	Investment advisers—Licensing
§ 46:2	—Fees
§ 46:3	—Bonds and net capital
§ 46:4	—Service of process
§ 46:5	—Recordkeeping requirements
§ 46:6	—Advisory contracts
§ 46:7	—Disclosure requirements
§ 46:8	—Statute of limitations issues
§ 46:9	Broker-dealers—Registration of broker-dealers and agents
§ 46:10	—Fees
§ 46:11	—Bonds and net capital
§ 46:12	—Service of process
§ 46:13	Insurance regulations—Separate registration or licensure
§ 46:14	—Disclosure requirements
§ 46:15	—Unfair trade practices—Use of term "financial planner"
§ 46:16	——Rebating
	PTER 47. PENNSYLVANIA
§ 47:1	S
§ 47:2	—Fees
§ 47:3	—Bonds and net capital
§ 47:4	Investment advisers—Service of process [Reserved]
§ 47:5	—Recordkeeping requirements
§ 47:6	—Advisory contracts
§ 47:7	—Disclosure requirements
§ 47:8	Broker-dealers—Registration of broker-dealers and agents
§ 47:9	—Fees
§ 47:10	—Bonds and net capital
§ 47:11	Broker-dealers—Service of process [Reserved]
§ 47:12	Insurance regulations—Separate registration or licensure
§ 47:13	—Disclosure requirements

## **CHAPTER 48. PUERTO RICO**

§ 47:14 —Unfair trade practices—Use of term "financial planner"

§ 48:1 Investment advisers—Registration

§ 47:15 ——Rebating

§ 48:2	—Fees
§ 48:3	—Bonds and net capital
§ 48:4	—Service of process
§ 48:5	—Recordkeeping requirements
§ 48:6	—Advisory contracts
§ 48:7	—Disclosure requirements
§ 48:8	Broker-dealers—Registration of broker-dealers and agents
§ 48:9	—Fees
§ 48:10	—Bonds and net capital
§ 48:11	—Service of process
§ 48:12	Insurance regulations—Separate registration or licensure
§ 48:13	—Disclosure requirements
§ 48:14	—Unfair trade practices—Use of term "financial planner"
§ 48:15	——Rebating

## **CHAPTER 49. RHODE ISLAND**

§ 49:1	Investment advisers—Licensing
§ 49:2	—Fees
§ 49:3	—Bonds and net capital
§ 49:4	—Service of process
§ 49:5	—Recordkeeping requirements
§ 49:6	—Advisory contracts
§ 49:7	Broker-dealers—Registration of broker-dealers and agents
§ 49:8	—Fees
§ 49:9	—Bonds and net capital
§ 49:10	—Service of process
§ 49:11	Insurance regulations—Separate registration or licensure
§ 49:12	—Disclosure requirements
§ 49:13	—Unfair trade practices—Use of term "financial planner"
§ 49:14	——Rebating

## CHAPTER 50. SOUTH CAROLINA

§ 50:1	Investment advisers—Registration
§ 50:2	—Fees
§ 50:3	—Bonds and net capital
§ 50:4	—Service of process
§ 50:5	—Recordkeeping requirements
§ 50:6	—Advisory contracts
§ 50:7	—Disclosure requirements
§ 50:8	Broker-dealers—Registration of broker-dealers and agents
§ 50:9	—Fees
§ 50:10	—Bonds and net capital
§ 50:11	—Service of process
§ 50:12	Insurance regulations—Separate registration or licensure
§ 50:13	—Disclosure requirements
§ 50:14	—Unfair trade practices—Use of term "financial planner"
§ 50:15	——Rebating

## CHAPTER 51. SOUTH DAKOTA

- § 51:1 Investment advisers—Registration
- § 51:2 —Fees

§ 51:3	—Bonds and net capital
§ 51:4	—Service of process
§ 51:5	—Recordkeeping requirements
§ 51:6	—Advisory contracts
§ 51:7	—Disclosure requirements
§ 51:8	Broker-dealers—Registration of broker-dealers and agents
§ 51:9	—Fees
§ 51:10	—Bonds and net capital
§ 51:11	—Service of process
§ 51:12	Insurance regulations—Separate registration or licensure
§ 51:13	—Disclosure requirements
§ 51:14	—Unfair trade practices—Use of term "financial planner"
§ 51:15	——Rebating
CHAP	TER 52. TENNESSEE
§ 52:1	Investment advisers—Registration
§ 52:2	—Fees
§ 52:3	—Bonds and net capital
§ 52:4	—Service of process
§ 52:5	—Recordkeeping requirements
§ 52:6	—Advisory contracts
§ 52:7	Broker-dealers—Registration of broker-dealers and agents
§ 52:8	—Fees
§ 52:9	—Bonds and net capital
§ 52:10	—Service of process
§ 52:11	Insurance regulations—Separate registration or licensure
§ 52:12	—Disclosure requirements
§ 52:13	—Unfair trade practices—Use of term "financial planner"
§ 52:14	——Rebating
СНАР	TER 53. TEXAS
§ 53:1	Investment advisers—Registration
§ 53:2	—Fees
§ 53:3	—Bonds and net capital
§ 53:4	—Service of process
§ 53:5	—Recordkeeping requirements
§ 53:6	—Advisory contracts
§ 53:7	—Disclosure requirements
§ 53:8	Broker-dealers—Registration of broker-dealers and agents
§ 53:9	—Fees
§ 53:10	—Bonds and net capital
§ 53:11	—Service of process
CHAD	TER 54. UTAH
_	
§ 54:1	Investment advisers—Licensing
§ 54:2	—Fees
§ 54:3	—Bonds and net capital
§ 54:4	—Service of process
§ 54:5	—Recordkeeping requirements
§ 54:6	—Advisory contracts
§ 54:7	—Disclosure requirements

§ 54:8	Broker-dealers—Registration of broker-dealers and agents
§ 54:9	—Fees
§ 54:10	—Bonds and net capital
§ 54:11	—Service of process
§ 54:12	Insurance regulations—Separate registration or licensure
§ 54:13	—Disclosure requirements
§ 54:14	—Unfair trade practices—Use of term "financial planner"
§ 54:15	——Rebating
СНАР	TER 55. VERMONT
§ 55:1	Investment advisers—Registration
§ 55:2	—Fees
§ 55:3	—Bonds and net capital
§ 55:4	—Service of process
§ 55:5	—Recordkeeping requirements
§ 55:6	—Advisory contracts
§ 55:7	—Disclosure requirements
§ 55:8	Broker-dealers—Registration of broker-dealers and agents
§ 55:9	—Fees
§ 55:10	—Bonds and net capital
§ 55:11	—Service of process
§ 55:12	Insurance regulations—Separate registration or licensure
§ 55:13	—Disclosure requirements
§ 55:14	—Unfair trade practices—Use of term "financial planner"
§ 55:15	——Rebating
5	
CHAP	TER 56. VIRGINIA
§ 56:1	Investment advisers—Registration
§ 56:2	—Fees
§ 56:3	—Bonds and net capital
§ 56:4	—Service of process
§ 56:5	—Recordkeeping requirements
§ 56:6	—Advisory contracts
§ 56:7	—Disclosure requirements
§ 56:8	Broker-dealers—Registration of broker-dealers and agents
§ 56:9	—Fees
§ 56:10	—Bonds and net capital
§ 56:11	—Service of process
§ 56:12	Insurance regulations—Separate registration or licensure
§ 56:13	—Disclosure requirements
§ 56:14	—Unfair trade practices—Use of term "financial planner"
§ 56:15	——Rebating
CHAP	TER 57. WASHINGTON
§ 57:1	Investment advisers—Registration
§ 57:2	—Fees
§ 57:3	—Bonds and net capital
§ 57:4	—Service of process
§ 57:5	—Recordkeeping requirements
§ 57:6	—Advisory contracts
§ 57:7	—Disclosure requirements

§ 57:8	Broker-dealers—Registration of broker-dealers and agents	
§ 57:9	—Fees	
§ 57:10	—Bonds and net capital	
§ 57:11	—Service of process	
§ 57:12	Insurance regulations—Separate registration or licensure	
§ 57:13	—Disclosure requirements	
§ 57:14	—Unfair trade practices—Use of term "financial planner"	
§ 57:15	——Rebating	
CITAT	WED TO WEST VIDCINIA	
	PTER 58. WEST VIRGINIA	
§ 58:1	Investment advisers—Registration	
§ 58:2	—Fees	
§ 58:3	—Bonds and net capital	
§ 58:4	—Service of process	
§ 58:5	—Recordkeeping requirements	
§ 58:6	—Advisory contracts	
§ 58:7	—Disclosure requirements	
§ 58:8	Broker-dealers—Registration of broker-dealers and agents—Fees	
§ 58:9 § 58:10		
0	—Bonds and net capital	
§ 58:11 § 58:12	—Service of process Insurance regulations—Separate registration or licensure	
§ 58:12	—Disclosure requirements	
§ 58:14	—Unfair trade practices—Use of term "financial planner"	
§ 58:15	——Rebating	
\$ 00.10	— Tebating	
<b>CHAP</b>	TER 59. WISCONSIN	
§ 59:1	Investment advisers—Licensing	
§ 59:2	—Fees	
§ 59:3	—Bonds and net capital	
§ 59:4	—Service of process	
§ 59:5	—Recordkeeping requirements	
§ 59:6	—Advisory contracts	
§ 59:7	—Disclosure requirements	
§ 59:8	Broker-dealers—Registration of broker-dealers and agents	
§ 59:9	—Fees	
§ 59:10	—Bonds and net capital	
§ 59:11	—Service of process	
§ 59:12	Insurance regulations—Separate registration or licensure	
§ 59:13	—Disclosure requirements	
§ 59:14	—Unfair trade practices—Use of term "financial planner"	
§ 59:15	——Rebating	
CHAPTER 60. WYOMING		
§ 60:1	Investment advisers—Registration	
§ 60:1 § 60:2	Fees—Registration—Fees	
§ 60:2 § 60:3	—Bonds and net capital	
§ 60:3 § 60:4	—Service of process	
§ 60.4 § 60:5	—Recordkeeping requirements	
	Broker-dealers—Registration of broker-dealers and agents	
§ 60:6	Broker-dealers—Registration of broker-dealers and agents	

§ 60:7 —Fees

§ 60:8 —Bonds and net capital
§ 60:9 —Service of process
§ 60:10 Insurance regulations—Separate registration or licensure
§ 60:11 —Disclosure requirements
§ 60:12 —Unfair trade practices—Use of term "financial planner"
§ 60:13 — Rebating

#### APPENDICES

- Appendix A1. Securities Exchange Act Rel., No. 50700 (Nov. 18, 2004)
- Appendix B1. Investment Advisers Act Release Number 1092
- Appendix B2. Lemke and Stone, "The Madoff Opportunity: Harmonizing the Overarching Standard of Care for Financial Professionals Who Give Investment Advice," Wall Street Lawyer (June 2009)
- Appendix B3. Form ADV

Appendix B26.

### Volume 19A

Appendix B4. Form ADV Part IB Appendix B5. Form ADV Schedule A Form ADV Schedule B Appendix B6. Appendix B7. Form ADV Schedule C Appendix B8. Form ADV Schedule D Appendix B9. Form ADV Disclosure Reporting Pages Appendix B10. Form ADV-W Appendix B11. Form ADV-E Appendix B12. Form ADV-H Form ADV-NR Appendix B13. Appendix B14. Investment Advisers Act of 1940, updated through March 2020 Appendix B15. Rules Under Investment Advisers Act (current through March Appendix B16. History of the Advisers Act Appendix B17. [Reserved] Appendix B18. [Reserved] Appendix B19. [Reserved] Appendix B20. [Reserved] Appendix B21. SMC Capital, Inc., SEC No-Action Letter, 1995 WL 529274, Fed. Sec. L. Rep. ¶ 77,049 (Sept. 5, 1995) Appendix B22. Section 28(e) of the Securities Exchange Act of 1934 Section 28(e) of the Securities Exchange Act of 1934, SEC No-Appendix B23. Action Letter, 1990 WL 304860 (July 25, 1990); Hoenig & Co., Inc., SEC No-Action Letter, 1990 WL 287014 (Oct. 15, 1990) Appendix B24. SEC v. Capital Gains Research Bureau, 375 U.S. 18 (1963) Appendix B25. In re Arleen W. Hughes, Exchange Act Release No. 4048, 27 S.E.C. 629, 1948 WL 29537 (Feb. 18, 1948)

1934 Act, Sections 13(d), 13(f), 13(g) and 16

```
Appendix B27. Letter to Paul N. Roth & Jeffrey E. Tabak, American Bar
                  Association Subcommittee on Private Investment Entities, from
                  Robert E. Plaze, Associate Director, SEC Division of Investment
                  Management, "Investment Advisers that Remain Registered"
                  (Aug. 10, 2006)
Appendix B28.
               Division of Investment Management: Electronic Filing for
                  Investment Advisers on IARD
Appendix B29.
               Munder Capital Management, SEC No-Action Letter, 1996 WL
                  282742 (May 17, 1996)
Appendix B30. [Reserved]
Appendix B31. [Reserved]
Appendix B32. [Reserved]
Appendix B33. [Reserved]
Appendix B34. [Reserved]
Appendix B35. Investment Advisers Act Rel. No. 58 (Apr. 10, 1951), 1951 WL 1363
               Pretzel & Stouffer, SEC No-Action Letter, 1995 WL 737153 (Dec. 1,
Appendix B36.
                  1995)
Appendix B37.
               Securities Exchange Act Rel. No. 54165 (July 18, 2006)
               Gohlke, "Examiner Oversight of 'Annual' Reviews Conducted by
Appendix B38.
                  Advisers and Funds" (SEC staff speech, Apr. 7, 2006)
               Investment Advisers Act Rel. No. 1732 (July 17, 1998)
Appendix B39.
Appendix B40.
               New Advertising Rule
               New Form ADV Part 2
Appendix B41.
Appendix C1.
                Consolidate Rulebook Rule Conversion Chart
Appendix C2.
                Form U4
Appendix C3.
                Form U5
Appendix C4.
               Rule 4512. Customer Account Information
               Rule 2210
Appendix C5.
Appendix C6.
               Rule 2111. Suitability
               Regulatory Notice 07-43
Appendix C7.
Appendix C8.
                Rule 2341
                Rule 3220
Appendix C9.
Appendix C10.
               Rule 3270
Appendix C11.
               Rule 3040
Appendix C12.
               Notice to Members 96-33
Appendix C13. Notice to Members 94-44
Appendix C14.
               Rule 3210
Appendix C15.
               Rule 2330
Appendix C16.
               Rule 2320
Appendix C17.
               Department of Labor Interpretive Bulletins 2016-01 (Dec. 28, 2016)
                  and 2015-01 (Oct. 26, 2015) (ERISA Proxy Voting and
                  Economically Targeted Investments)
Appendix C18. Financial Planners Association v. Securities Exchange Commission,
                  482 F.3d 481 (D.C. Circ. 2007)
```

Appendix C19.	Rule 2030
Appendix D1.	NASAA Investment Adviser Guide
Appendix D2.	Are You an Investment Adviser Under Ohio Law?
Appendix E1.	Reg BI: The B-D Standard of Conduct
Appendix E2.	Form CRS
Appendix E3.	Commission Interpretation Regarding Standard of Conduct for Investment Advisers
Appendix E4.	Commission Interpretation Regarding Solely Incidental Prong of the B-D Exclusion from the Definition of Investment Adviser
Appendix E5.	Reg BI and Form CRS Firm Checklist
Appendix E6.	Reg BI Small Entity Compliance Guide
Appendix F1.	The Evolving Compliance Environment: Examination Focus Areas
Appendix F2.	Safeguarding Clients' Assets Under Management Through Asset Verification and Reconciliation
Appendix F3.	Questions Advisers Should Ask Regarding Their Compliance Program
Appendix F4.	Investment Adviser Scenario Analysis/Risk Matrix
Appendix F5.	Examiner Oversight of Annual Reviews
Appendix F6.	Investment Adviser Examinations: Core Initial Request for Information
Appendix F7.	Examination Process and Risk Assessment
Appendix F8.	Information Requested and Tests Performed in Key Focus Areas
Appendix F9.	Common Compliance Issues for Small Advisers
Appendix F10.	Information Regarding Top Deficiencies Found During Examinations
Appendix F11.	Risk Assessment Flowchart
Appendix F12.	Red Flag Legend
Appendix F13.	Sample SEC Document Request List
Appendix F14.	CCOutreach National Seminar—Forensic Measures for Funds and Advisers
Appendix F15.	Sample SEC Deficiency Letters
Appendix F16.	Letter from the SEC Office of Compliance Inspections and Examinations (May 1, 2000)
Appendix F17.	SEC Inspection Manual (1980)
Appendix G1. [.	Reserved]
Appendix G2. [	Reserved]
Appendix G3.	FPA Code of Ethics
Appendix G4.	CFP Board's Revised Standards of Professional Conduct
Appendix G5.	CFP Board's Standards of Professional Conduct: Frequently Asked Questions
Appendix G6.	The American College: Code of Ethics
Appendix G7.	IARFC Code of Ethics Code of Ethics
Appendix G8.	National Association of Personal Financial Advisors (NAPFA): Code of Ethics

17				
Appendix G9. [Reserved]				
Appendix H. [Reserved]				
Appendix I. [Reserved]				
eserved]				
General Information on the Regulation of Investment Advisers				
National Association of Insurance Commissioners: Model Acts				
IAFP Financial Planner Disclosure Form				
Memorandum of Understanding Concerning Investment Advisers and Investment Adviser Representatives				
NASAA Investment Adviser and Investment Adviser Representatives Model Rules				
Interpretive Order Concerning Broker-Dealers, Investment Advisers, Broker-Dealer Agents and Investment Adviser Representatives Using the Internet for General Dissemination of Information on Products and Services				
Investment Adviser Recordkeeping Requirements Text of Model Rule, as Adopted by NASAA on May 3, 1998				
NASAA Model Rule on the Use of Senior-Specific Certifications and Professional Designations				
Modified Series 65 and 66 Exams; Sample Questions for the Modified Series 66 Exam				
Status of State Adoption of New Series 65 & 66 Exams as of 1/18/00				
Excerpt from the Rand Report on Investor and Industry Perspectives on Investment Advisers and Broker-Dealers				
Gramm-Leach-Bliley Financial Modernization Act of 1999: Summary and Analysis for State Securities Regulators				
SEC Interpretation: Use of Electronic Media				
Reserved]				
State Insurance Licensing Requirements Under The Gramm- Leach-Bliley Act (GLBA)				
Privacy Disclosure Requirements of Financial Planners Under State Insurance Laws				
IARD Mandating Survey				
Table of Laws and Rules				
Table of Additional Authorities				
Table of Cases				