

## POWER THE FIRM'S ANNUAL COMPLIANCE MEETING WITH TIMELY, RELEVANT COURSES

### Overview

---

RegEd's *Annual Compliance Meeting On-Demand (ACMOD)* solution is designed to meet FINRA requirements and offers a variety of topics that can be combined to create a compelling, relevant and compliant Annual Compliance Meeting. Alternatively, RegEd can incorporate firm-specific content, including audio or video, and develop a customized program tailored to the firm's requirements. RegEd's *Annual Compliance Meeting* catalog is continuously updated with new offerings that cover evolving topics related to the industry, investment products and regulatory developments.

For administrators, RegEd's *Annual Compliance Meeting On-Demand* streamlines the development and delivery of courses, as well as provides attendance tracking for regulatory compliance on one platform. Registered persons can access interactive webcasts, pose questions via the system's Q&A interface and have their participation validated via automatic attestations. RegEd's *ACMOD* provides a cost-effective, FINRA-compliant solution, while improving management control and oversight.

RegEd's education and training solutions and courses have been developed based on decades of regulatory expertise. RegEd's broad portfolio of training and continuing education courses and materials are developed and maintained by industry experts. RegEd's Regulatory Affairs team members monitor FINRA and other regulatory agencies for rule changes and best practices so that course offerings are highly relevant and current.

### Distinguishing Capabilities

---

- Courses can be tailored to the firm's specifications.
- Attestations are automatically generated at the end of each training session.
- Auto-notifications remind representatives of annual compliance obligations.
- Easily track the status of course completions and attestations.



### Key Benefits

---

- Intuitive interface, online access streamlines completion of annual compliance meeting obligations.
- Multi-media and interactive courses deliver an enhanced learning experience.
- Online format reduces costs associated with travel and management of live events.

## All ACMOD Segments (Alphabetically)

---

### *2017 Anti-Money Laundering Update (35AU17\_ACM) (New!)*

This year's anti-money laundering update reviews basic money laundering concepts; discusses the Guidance from FinCEN regarding its Customer Due Diligence rule; reviews FinCEN's Advisory to Financial Institutions on E-Mail Compromise Fraud Schemes, and provides a case study illustrating various AML issues relating to the opening of a new account, ongoing account monitoring and escalating red flags.

### *2017 Municipal Securities Training (100AMST17\_ACM) (New!)*

This course reviews the significant regulatory actions taken by the MSRB in 2016, including the publication of a Compliance Advisory for Brokers, Dealers and Municipal Securities Dealers as well as extending pay-to-play restrictions and other actions, and significant enforcement proceedings involving the municipal securities business. The course is intended to satisfy MSRB Rule G-3, which requires annual training for persons who regularly engage in or supervise municipal securities activities.

### *2016 Anti-Money Laundering Update (35AU16\_ACM)*

The 2016 update reviews basic AML concepts and requirements, identifies red flags of suspicious activity, provides an interactive scenario involving suspicious activity in a customer account, and discusses the U.S. Treasury's 2015 National Money Laundering Risk Assessment, including the greatest risks to broker-dealers and how to avoid them.

### *2016 Municipal Securities Training (100AMST16\_ACM)*

In late 2015, the Municipal Securities Rulemaking Board (MSRB) issued its highly anticipated Implementation Guidance on MSRB Rule G-18 on Best Execution. This course discusses that Guidance in detail and addresses other municipal securities regulatory developments in 2015, including significant enforcement proceedings. The course is intended to satisfy the requirements of amended MSRB Rule G-3, which requires persons who "regularly engage in or supervise municipal securities activities"—whether or not they have direct customer contact—to participate in annual training on municipal securities issues.

### *Anti-Money Laundering Fundamentals (717\_ACM)*

Provides an overview of the definitions, fundamental concepts and requirements of anti-money laundering.

### *Anti-Money Laundering Update 2014 (35AU14\_ACM)*

Reviews specific types of transactions that signal a red flag of suspicious activity, looks at several 2013 cases to see how those red flags can arise and discusses the trend toward individual sanctions for those who fail to carry out their anti-money laundering responsibilities.

### *Anti-Money Laundering Update 2015 (35AU15\_ACM)*

The 2015 Anti-Money Laundering Update reviews basic AML requirements such as customer identification and verification procedures, and the obligation to report suspicious activities; discusses an AML advisory issued by FINRA; and reviews significant AML enforcement proceedings brought in 2014.

### *Busted: Crime Specific Ethics (430\_ACM)*

Addresses distinct ethical choices made in connection with specific industry scenarios involving anti-money laundering, social media, forgery, fraud and insider trading.

### *Communications with the Public (846\_ACM)*

The series of rules relating to Communications with the Public underwent a massive overhaul prior to being added to the FINRA Consolidated Rule Manual in 2013. This segment reviews the three categories of communications and their respective review and approval requirements, the content standards applicable to all communications, and applicability of the rules to electronic communications.

### *Compensation Structures and Conflicts of Interest (901\_ACM) (New!)*

In late 2016, FINRA for the first time levied a significant fine on a firm for having a compensation structure that incented its financial advisers to sell certain products over others, without finding that the firm or its advisers committed fraud or sold unsuitable products in substantial amounts. This course looks at common compensation practices and the conflicts inherent in those practices and reviews what FINRA has indicated to be best practices with respect to these structures as well as what the new fiduciary rule from the Department of Labor requires.

### *Conflicts of Interest (870\_ACM)*

Perhaps no other issue in the financial services industry is as challenging and changeable as the management of conflicts of interest. Recently, FINRA issued a Report on Conflicts of Interest to provide some guidance and insight in this regard. This course reviews the primary FINRA findings and the types of conflicts that can arise in the financial services industry, sets out some general principles for conflict management and reviews many of the specific rules relating to conflicts and recent related enforcement cases.

### *Continuing Education for the Series 99 Operations Professional (883\_ACM)*

Series 99 Operations Professionals are subject to the same continuing education requirements as “front office” staff in recognition of the fact that people who perform “back office” functions—such as recordkeeping, trade confirmation, transaction settlement, internal auditing, and securities lending operations—play key roles that are integral to a broker-dealer’s ability to comply with its responsibilities under the federal securities laws and SRO rules. This course is intended to reinforce such professionals’ knowledge of compliance issues applicable to Series 99 covered functions.

### *Continuing Education Requirements (847\_ACM)*

Discusses the continuing education requirements of FINRA, in conjunction with other SROs and the Securities Industry/Regulatory Council on Continuing Education, including both the Regulatory Element and Firm Element requirements.

### *Customer Data Protection (703\_ACM)*

Addresses threats to data security, common types of computer attacks, SEC rules designed to protect customer information and the need to maintain and update policies and procedures.

### *Customer Identification for Clients Other Than Natural Persons (CICONP\_ACM)*

Describes the structure of these clients and provides guidance, in accordance with the USA PATRIOT Act and the Bank Secrecy Act, in identifying the individuals with authority to open and manage accounts on behalf of these entities, documenting that identification and verifying their legitimacy.

### *Customer Identification Procedures (CIP\_ACM)*

Delineates the important provisions of the Customer Identification Procedures (CIP) and what they mean

to representatives, firms and their clients. Outlines what firms' CIPs must contain, when a customer's identity must be verified, who is a customer for purposes of CIPs, acceptable ways of verifying identity and what to do when it is not verifiable. Reviews recordkeeping requirements relating to the CIP process and other steps that may need to be taken.

### *Customer Information Protection; Protecting Electronic Data: Personal and Mobile Technologies (369\_ACM)*

Covers the importance of protection of customer information specifically as it relates to laptop computers, notebooks and other forms of electronic information devices.

### *Cybersecurity: Requirements and Best Practices (876\_ACM)*

Both the SEC and FINRA identified cybersecurity as one of their top regulatory priorities in 2014, and both initiated sweep exams on cybersecurity systems, procedures and practices. This segment defines the scope of the threat, examines the regulatory landscape and current requirements, identifies some best practices for risk mitigation, and discusses a cybersecurity framework developed by the U.S. government in 2014.

### *Cybersecurity II (897\_ACM)*

This course is an update on cybersecurity best practices following RegEd's initial comprehensive course issued in 2014.

### *Deferred Variable Annuities: Rule 2330 (780\_ACM)*

Focuses on FINRA Rule 2330, entitled Members' Responsibilities Regarding Deferred Variable Annuities, which applies to recommended purchases and exchanges of deferred variable annuities (DVAs) and recommended initial subaccount allocations. The rule requires the review and approval of a covered DVA transaction by a registered principal, sets forth specific suitability considerations, requires specific disclosures to customers and imposes supervisory procedures and training requirements regarding DVAs, all of which are discussed.

### *Diminished Capacity: Recognizing and Responding to the Signs (877\_ACM)*

This course discusses diminished cognitive capacity generally and diminished financial capacity specifically: what are the signs and how should financial professionals respond. It discusses the types of suitability issues that most frequently arise with elderly clients. It also addresses the separate issue of elder abuse, financial and otherwise, again focusing on the signs of possible abuse and possible responses.

### *Discrimination and Harassment (94\_ACM)*

Discusses various forms of discrimination and harassment that may occur in the workplace, and the potential consequences of such behavior. Guidelines for avoiding charges of harassment or discrimination are covered. Discusses the penalties and sanctions that exist and the steps that can be taken to minimize the risk of harassment and discrimination.

### *The DOL Rule: When Do You Become a "Fiduciary"? (890\_ACM) (New!)*

The new rule from the Department of Labor significantly expands the scope of persons who are fiduciaries, which has consequences including a prohibition against receiving commissions or other variable compensation. Essentially, you become a fiduciary when you provide "investment advice" to a "retirement

investor.” This course looks at what constitutes “investment advice” and what circumstances and communications may cause you to become a fiduciary.

### *Ethics for Operations Professionals (872\_ACM)*

This segment is directed to individuals holding a Series 99 license. It reviews ethical obligations applicable to Operations Professionals as they arise in the context of specific Operations activities, outlines a set of ethical principles developed by an international organization of securities regulators and reviews several well recognized models for ethical decision-making.

### *Ethics for the Registered Representative: Customer Account Handling (20V\_CAH\_ACM)*

Ethical conduct is imperative in all aspects of financial services, whether trading, market making, underwriting, wholesaling or otherwise, but perhaps no more important for the investing public than in the handling of customer accounts. This segment is intended to assist registered representatives to recognize ethical issues during the various stages of a customer account and its handling, to understand the principles upon which ethical decisions should be based and to make the ethical decision correctly.

### *Exchange Traded Funds: Inverse and Leveraged (424\_ACM)*

These products are sophisticated and not typical "buy-and-hold" products. They can be exceptionally risky in a volatile market. These funds should be used by investors who actively monitor and manage their portfolios. FINRA Rule 2090, Know Your Client, also requires members to Know Your Product. If an unsuitable sale is made, the failure to supervise becomes a FINRA and civil violation, which may name the supervisor as well as the firm if a complaint is filed.

### *FINRA's New Equity and Debt Research Rules (884\_ACM)*

In 2015, FINRA adopted a new consolidated equity research rule, FINRA Rule 2241, which contains significant differences from the former rules. It also adopted an entirely new debt research rule, FINRA Rule 2242. This course discusses both rules, addresses the changes on the equity research side and points up the similarities and differences between the equity and debt research rules.

### *Gifts and Gratuities (431\_ACM)*

This segment focuses on gifts that are prohibited and those that are permitted in the financial services industry, and their differences from business entertainment. Specifically, FINRA Rule 3220, Influencing or Rewarding Employees of Others is the topic of conversation. This segment gives examples rather than disciplinary actions to illustrate proper and improper gift giving.

### *Information Barriers (748\_ACM)*

Provides an overview of policies and procedures regarding information barriers, defines material information and discusses employee personal accounts, the internal exchange of information and limiting access.

### *Investment Advisers-Disclosure Requirements (729\_ACM)*

Covers the duty to disclose all information surrounding the client relationship. This includes available services, which entities are providing the services, fees and other expenses that will be incurred, manner of compensation, affiliations with other financial services firms and potential conflicts of interest.

### *Municipal Securities Annual Training (100AMST15\_ACM)*

In 2014, the Municipal Securities Rulemaking Board (MSRB) adopted a new rule regarding best execution which takes effect in December 2015. This segment discusses the new best execution requirements in detail, reviews the other rules revised in 2014, and finally looks at the significant enforcement proceedings brought by FINRA, the SRO charged with enforcing MSRB rules. The segment is intended as annual training on the municipal securities business pursuant to new MSRB Rule G-3.

### *Mutual Funds Overview (71S\_ACM)*

Discusses open-end funds, exchange traded funds, equity funds, bond funds, money market funds, hedge funds and mutual funds, including share classes and load and expenses.

### *Outside Business Activities: FINRA Rule 3270 (845\_ACM)*

Explains FINRA Rules 3270, Outside Business Activities and 3040, Private Securities Transactions. Discusses the factors firms must consider in determining whether or not to approve an outside business activity (OBA) and the consequences of engaging in unapproved OBAs. It includes a scenario illustrating a private securities transaction and a discussion of several FINRA disciplinary proceedings involving OBAs.

### *Outside Business Activities - Wholesaler Series (811\_ACM)*

Addresses outside business activities from the perspective of wholesalers. Discusses permitted and restricted activities and the requirements regarding disclosure to, and pre-approval from, the firm.

### *Pay to Play (852\_ACM)*

Discusses the restrictions imposed by the SEC upon an investment adviser when providing advisory services to a government client.

### *Personal Securities Accounts (784\_ACM)*

Reviews the securities industry regulatory measures regarding the personal securities transactions of individuals associated with securities firms that are designed to accomplish several goals, including:

- Preventing industry participants from trading based on inside information;
- Allowing firms to fulfill their oversight obligations by requiring reporting of outside securities accounts and transactions;
- Preventing individuals within the industry from engaging in trading that may affect the market; and
- Ensuring that conflicts of interest or inappropriate trading are avoided, or detected if they occur.

### *Recognizing and Responding to Red Flags (726\_ACM)*

Focuses on identifying red flags, reviewing the issue(s) raised and taking the necessary steps to escalate the issues.

### *Red Flags of Diminished Capacity (785\_ACM)*

Discusses recognizing, documenting and acting on signs of diminished capacity or dementia in the senior investor, and reviews the products and practices targeted to the senior population that are of specific concern to regulators. On completion of this course, representatives will better understand how to:

- Recognize signs of diminished capacity;
- Communicate effectively with a client with diminished capacity; and
- Take appropriate steps to ensure that dealings with senior clients satisfy regulatory obligations.

## *Refraining from Unethical Behavior (725\_ACM)*

A small loan to a client, a loan from a client, payments between registered representatives, commissions, referral fees...this segment is designed to draw the line between what is and is not acceptable with regard to payments in various scenarios focusing on situations that are in the gray area of right and wrong.

## *Sales Charge Discounts and Waivers (887\_ACM) (New!)*

Certain types of investment products routinely offer sales charge discounts and waivers based on the amount of investment or type of customer. This course will consider the discounts and waivers for which customers purchasing mutual funds, unit investment trusts and non-traded REITs may be eligible and the responsibilities of firms and RRs in ensuring that such customers are given the applicable discounts and/or waivers.

## *Selling Away (708\_ACM)*

Discusses, defines and illustrates selling away, and the rules and regulations surrounding such activity. Covers scenarios involving selling away in violation of firms' policies and FINRA rules, resulting in disciplinary action and sanctions.

## *Senior Investor Considerations (787\_ACM)*

Discusses senior investor considerations, including products and practices to which regulators pay particular attention. On completion of this segment, representatives will have a better understanding of the rules and regulations surrounding practices and products involving the senior investor, and be able to recognize issues unique to seniors, including physical and mental disabilities.

## *Social Media and the Application of FINRA Electronic Communications Rules (842\_ACM)*

Provides an overview of the application of FINRA rules to social media and discusses acceptable and unacceptable practices.

## *Suitability and Know Your Customer: FINRA Rules 2111 & 2090 (839\_ACM)*

Explains FINRA Rules 2111 and 2090, Suitability and Know Your Customer. Fully reviews both rules and their various components and discusses two disciplinary actions regarding suitability violations-one by an individual, the second by a firm.

## *Suspicious Activity Reporting (SAR\_ACM)*

Defines money laundering, suspicious activity and the reporting requirements regarding suspicious activities.

## *U4 Updates (851\_ACM)*

Discusses a member's continuing obligation to amend and update information required by Form U4 as changes in a member's status or information occur.

## *The Ugly Face of Fraud (418\_ACM)*

Spotlights cases involving a variety of fraudulent schemes and the resulting repercussions.