

QUEST CE

## 2017 Annual Compliance Meeting Catalog

Enclosed is a list of Quest CE's Annual Compliance Meeting modules. If you are looking for Firm Element training courses, please [click here](#).

 **IMPORTANT!**

**Before you begin, please read the following carefully.** The enclosed listing features each module's meeting **Code** and **Page #**. To view a full description of each module, click on the **page number or arrow icon (→)** provided to the right of each title.

 Search for specific words or phrases by pressing the **Control (Ctrl)** and **F** keys on your keyboard simultaneously.

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**Catalog is Actionable.** Click on the page numbers to view course descriptions.

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#### Did you know?

All Pre-Built ACMs come with live,  
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[\[Click here to learn more\]](#)

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PRE-BUILT MEETING

### Business Practices

Meeting Code	8130
Approximate Time	73
Number of Pages	137

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

#### Modules Included

- Guide Electronic Communications →
- Conflicts of Interest →
- Insider Trading: The Illegal Side →
- Suitability: Red Flags for Seniors →

PRE-BUILT MEETING

### Communication Focus

Meeting Code	8131
Approximate Time	71
Number of Pages	117

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

#### Modules Included

- A Guide to Professional Ethics →
- Code of Conduct →
- Changes to FINRA's Public Communication
- Rules for Registered Representatives →
- Communications with the Public:
  - Best Practices for Wholesalers →

PRE-BUILT MEETING

## Core Focus

<b>Meeting Code</b>	<b>8132</b>
<b>Approximate Time</b>	<b>39</b>
<b>Number of Pages</b>	<b>108</b>

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### Modules Included

- A Guide to Professional Ethics →
- Codes of Conduct →
- Outside Business Activities  
and Private Securities Transactions →
- Conflicts of Interest →

PRE-BUILT MEETING

## Electronic Focus

<b>Meeting Code</b>	<b>8133</b>
<b>Approximate Time</b>	<b>46</b>
<b>Number of Pages</b>	<b>112</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- Code of Conduct →
- Guide to Electronic Communications →
- Customer Data Protection →

PRE-BUILT MEETING

## FINRA Hot Topics

<b>Meeting Code</b>	<b>8134</b>
<b>Approximate Time</b>	<b>45</b>
<b>Number of Pages</b>	<b>96</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- Conflicts of Interest →
- Insider Trading →
- Suitability: Red Flags for Seniors →

PRE-BUILT MEETING

## Information Security

<b>Meeting Code</b>	<b>8135</b>
<b>Approximate Time</b>	<b>46</b>
<b>Number of Pages</b>	<b>110</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- Code of Conduct →
- Information Security:
  - Protecting You and Your Clients →
  - Online Identity Theft Scams →



PRE-BUILT MEETING

## Institutional Focus

<b>Meeting Code</b>	<b>8136</b>
<b>Approximate Time</b>	<b>67</b>
<b>Number of Pages</b>	<b>96</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- Annual Compliance Reminders  
for Institutional Representatives - Vol. 2 →
- Insider Trading: The Illegal Side →
- Customer Data Protection →

PRE-BUILT MEETING

## Investment Advisor

<b>Meeting Code</b>	<b>8137</b>
<b>Approximate Time</b>	<b>63</b>
<b>Number of Pages</b>	<b>126</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- AML Regulations & Ramifications →
- Insider Trading: The Illegal Side →
- Identity Theft Prevention and  
the Financial Services Industry →

PRE-BUILT MEETING

## Investment Focus

<b>Meeting Code</b>	<b>8138</b>
<b>Approximate Time</b>	<b>63</b>
<b>Number of Pages</b>	<b>126</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- Insider Trading →
- Insider Trading: The Illegal Side →
- Outside Business Activities  
and Private Securities Transactions →

PRE-BUILT MEETING

## Office Practices

<b>Meeting Code</b>	<b>8139</b>
<b>Approximate Time</b>	<b>82</b>
<b>Number of Pages</b>	<b>150</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- Harassment and Discrimination  
in a Professional Environment →
- Books and Records: Representative Responsibilities →
- Quest Annual Compliance Reminders  
for Registered Representatives – Vol. 2 →
- Outside Business Activities  
and Private Securities Transactions →

PRE-BUILT MEETING

## Suitability Focus

<b>Meeting Code</b>	<b>8140</b>
<b>Approximate Time</b>	<b>69</b>
<b>Number of Pages</b>	<b>118</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- Code of Conduct →
- FINRA's Suitability and Know Your Customer Rules (FINRA Rules 2111 and 2090) →
- Suitability: Red Flags for Seniors →

PRE-BUILT MEETING

## Supervision Focus

<b>Meeting Code</b>	<b>8141</b>
<b>Approximate Time</b>	<b>84</b>
<b>Number of Pages</b>	<b>124</b>

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- Code of Conduct →
- Changes to FINRA Supervision Rules →
- Annual Compliance Reminders for Institutional Representatives – Vol. 2 →

PRE-BUILT MEETING

## Trading Focus

Meeting Code	8142
Approximate Time	54
Number of Pages	124

The Annual Compliance Meeting discusses important issues and topics that are relevant to its business. In order to receive credit for attendance, the audio modules within the content portion must be completed in their entirety. The final exam is an attestation statement which must be completed to signify that you understand and will abide by the meeting content.

### Modules Included

- A Guide to Professional Ethics →
- Deterring the Spreading of False Rumors  
and Market Manipulation →
- Insider Trading →
- Client Suitability →

## A Guide to Professional Ethics

Number of Pages	31
Approximate Time	12

By outlining the basics of professional ethics, this course provides registered representatives with an explanation for the importance of ethics in today's financial professional.

### Topics

- *Introduction to Ethics*
- *Efficiency, Reliability, Knowledge*
- *Due Diligence*
- *Valuing Professionalism*
- *Industry Ethics*
- *Helping the Client*
- *Compliance and Ethics*

## Anti-Money Laundering and Red Flags for Institutional Clients

<b>Number of Pages</b>	<b>42</b>
<b>Approximate Time</b>	<b>18</b>

This course is intended for individuals that need a refresher course on the requirements to detect and prevent money laundering. Specifically, this course complies with the USA Patriot Act requirements for ongoing anti-money laundering training and provides individuals with a review of money laundering regulations and the organizations charged with enforcement. The course outlines the various money laundering stages and suspicious activities that can help personnel detect and prevent money laundering. Finally, the course outlines responsibilities for representatives dealing with institutional clients, focusing on knowing your customer, information verification, due diligence and end with a case study identifying the importance of the following rules and potential problems that may occur if AML procedures are not followed.

### Topics

- *History of Anti-Money Laundering Regulations*
- *Historical Federal Legislation*
- *USA Patriot Act & New Red Flag Requirements*
- *What is Money Laundering?*
- *What is at Stake?*
- *Using the Office of Foreign Assets Control*
- *Responsibilities with Institutional Clients*

## Anti-Money Laundering and the Red Flag Rule

<b>Number of Pages</b>	<b>66</b>
<b>Approximate Time</b>	<b>25</b>

This course is designed for institutional registered representatives, supervisors and institutional sales representatives. The objective of this course is to raise awareness of anti-money laundering regulations so that representatives have the knowledge to prevent and detect money laundering. This knowledge will help ensure that each representative and their employer do not become involved in investigations or scandals that could harm the company's reputation or risk client relationships. After completing this course, representatives will have a better understanding of anti-money laundering regulations, including the Know Your Customer rule, as well as the ability to better recognize suspicious activities to protect themselves from the consequences of being linked in any way to money-laundering activities.

### Topics

- *Overview of Money Laundering*
- *Federal Legislation*
- *USA Patriot Act*
- *Red Flag Requirements*
- *What is Money Laundering?*
- *What's at Stake?*
- *Using the Office of Foreign Assets Control*
- *Suspicious Activity Reports (SARs)*

## Anti-Money Laundering for Financial Professionals

<b>Number of Pages</b>	<b>62</b>
<b>Approximate Time</b>	<b>42</b>

This course is intended for retail representatives, investment advisors, supervisors or any other financial service industry professional interested in learning more about anti-money laundering rules and regulations. This course examines anti-money laundering regulation in the broker-dealer industry, specifically focusing on the USA PATRIOT Act of 2001 and FINRA Rule 3011.

### Topics

- *What is Money Laundering?*
- *The Scope of The Problem*
- *The Process of Money Laundering*
- *Money-Laundering Techniques*
- *Impact*
- *Documentary/Non-Documentary*
- *Potential Indicators of Suspicious Activity*
- *Filing Requirements*
- *Know your Customer*
- *Criminal and Civil Penalties*
- *CEO and CFO Responsibilities under SOX*

## Anti-Money Laundering Regulations and Ramifications

<b>Number of Pages</b>	<b>45</b>
<b>Approximate Time</b>	<b>26</b>

This course is intended for retail representatives, investment advisors, supervisors or any other financial service industry professional interested in learning more about the industry rules and regulations surrounding anti-money laundering. The course discusses “red flags” that may indicate potential money laundering activities, as well as the penalties that can be imposed for violating federal money laundering laws.

### Topics

- *Overview of Money Laundering*
- *How Money Laundering is Done*
- *What is Terrorist Financing?*
- *Curbing Money Laundering*
- *Federal Legislation*
- *USA Patriot Act*
- *Impact on your Company and Clients*
- *Enhanced Customer Identification*
- *Office of Foreign Asset Control*
- *Suspicious Activity Indicators to Consider*
- *Criminal & Civil Sanctions*

## Annual Compliance Reminders for Institutional Representatives – Vol. 2

<b>Number of Pages</b>	<b>10</b>
<b>Approximate Time</b>	<b>27</b>

This course is designed to remind institutional registered representatives of their compliance obligations and draws on recent FINRA enforcement actions to demonstrate the consequences of failing to meet those obligations.

### Topics

- *Reminders Related to Social Media*
- *Reminders Related to Public Communications*
- *Trade Authorizations*
- *Form U4 Disclosures*
- *Outside Business Activities*
- *Private Securities Transactions*
- *Handling Customer Funds*
- *Avoiding Insider Trading*
- *Information Barriers*
- *Maintaining Ethical Behavior*

## Books and Records

<b>Number of Pages</b>	<b>49</b>
<b>Approximate Time</b>	<b>18</b>

This course is intended for registered representatives, supervisors, compliance staff, senior management and firm principals that are required to comply with FINRA Rules regarding Books and Records. This course explains the provisions governing the record keeping and retention of customer accounts written complaints and other similar correspondences. Participants will review registered persons' obligations to maintain records of actions undertaken in their capacity as representatives of the firm. Scenarios are additionally used to help illustrate and reinforce compliance with record keeping and retention requirements involving electronic media.

### Topics

- *SEC Record Retention Rules*
- *SEC Rule 17a-3*
- *SEC 17a-4- Rule 3110*
- *Client Privacy*
- *FINRA Audit Requirements*
- *Order Tickets*
- *Record Retention and Privacy*

## Changes to FINRA’s Public Communication Rules for Registered Representatives

Approximate Time	16
Number of Pages	32

Following a multi-year effort by the Financial Industry Regulatory Authority (FINRA) to streamline and organize its Communication Rules and incorporate portions of the interpretive information from former NASD Rules, the U.S. Securities and Exchange Commission (SEC) has approved a substantial reworking of the current rules governing communications with the public. This course provides registered representatives with an understanding of the recently-approved changes to the rules relating to public communications by a firm’s associated persons.

### Topics

- *The Restructuring of the Communication Categories*
- *Changes to the Pre-use Approval and Filing Requirements*
- *Changes to the Content Standards*
- *Changes to the Definition of Correspondence*
- *Applying the Record Keeping Rules*

## Changes to FINRA Supervision Rules

Number of Pages	37
Approximate Time	40

On December 1, 2014, FINRA’s new Consolidated Supervision Rules replaced existing NASD Rules 3010 and 3012 (the NASD Supervision Rules) in the FINRA Consolidated Rulebook with FINRA Rule 3110 (Supervision) and FINRA Rule 3120 (Supervisory Control System). This course provides information for registered principals and registered representatives on these rule changes and offers guidance for updating and complying with corresponding supervisory procedures.

### Topics

- *FINRA Rule 3110 (Supervision)*
- *FINRA Rule 3120 (Supervisory Control System)*
- *FINRA Rule 3150 (Holding of Customer Mail)*
- *FINRA Rule 3170 (Tape Recording of Registered Representatives by Certain Firms)*



## Client Suitability

<b>Number of Pages</b>	<b>38</b>
<b>Approximate Time</b>	<b>18</b>

This course is intended for retail representatives, institutional representatives, investment advisors, supervisors or any other financial service industry professional that makes investment product recommendations to clients. Various investments have different characteristics. Some provide a steady current income, while others give their total return in capital appreciation. Some are very unlikely to decline in value, while others may be more risky. This course discusses how to determine the suitability of the various investments to different clients and examines the risk characteristics associated with an investment company portfolio.

### Topics

- *Current Income and Preservation of Capital*
- *Current Income and Growth of Capital*
- *Financial Status of Client*
- *Risk Tolerance of Client*
- *Risk Characteristics*

## Code of Conduct

<b>Number of Pages</b>	<b>18</b>
<b>Approximate Time</b>	<b>6</b>

This course is intended for retail representatives, institutional representatives, investment advisors, supervisors or any other financial service industry professional. All professions have a code of conduct to which its members must adhere. This course stresses the importance of holding each representative of the company accountable for maintaining a standard that all must comply with.

### Topics

- *How to Work with Prospects and Clients*
- *How to Work with other Representatives*
- *How to Work with your Firm and its Employees*

## Communications with the Public: *Best Practices for Wholesalers*

## Conflicts of Interest

<b>Number of Pages</b>	<b>33</b>
<b>Approximate Time</b>	<b>25</b>

<b>Number of Pages</b>	<b>31</b>
<b>Approximate Time</b>	<b>11</b>

This course provides an overview of FINRA's communications with the public rules, tailored for wholesalers. It focuses on the necessity for wholesalers to be familiar with, and follow, the public communications rules, even when not communicating directly with the public due to the potential for materials to be forwarded to investors.

This course is intended for retail representatives, institutional representatives, investment advisers, supervisors or any other financial service industry professional.

A registered representative wants clients to trust his or her recommendations. Past studies show that trust is the number one reason cited by investors for choosing their financial adviser. In this course, potential conflicts of interest are discussed, as well as the importance and benefits of navigating through these challenges.

### Topics

- *Rights of Common Stockholders*
- *Dividends*
- *Dividend Yield*
- *Dilution of Common Stock and Preemptive Rights*
- *Stock Splits Dividends and Reverse Splits*
- *Risks of Owning Common Stock*
- *Preferred Stock*
- *Non-Voting*
- *Types of Preferred Stock*
- *Cumulative vs. Non-Cumulative*
- *Convertible vs. Non-Convertible*
- *Participating vs. Non-Participating*

### Topics

- *Fiduciary Duties*
- *Applicable FINRA Rules*
- *Common Sources for Conflict*
- *Churning - Insider Trading*
- *Anti-Fraud Provisions*
- *Minimizing Risk*



## Customer Data Protection

<b>Number of Pages</b>	<b>23</b>
<b>Approximate Time</b>	<b>8</b>

This course is intended for retail representatives, institutional representatives, investment advisers, supervisors or any other financial service industry professional interested in learning how industry rules apply to the use and supervision of customer data. Under SEC Rule 30 of Regulation S-P, member firms, as well as other financial institutions, are required to adopt written policies and procedures that address safeguards for the protection and disposal of customer records and information. As a registered representative, you need to know and follow your firm's policies and procedures for customer data protection. Failing to protect non-public customer information can make your customer vulnerable to identify theft. This course discusses the several important steps that should be taken to ensure that your customer's data is never compromised.

### Topics

- *SEC Rule 30 of Regulation S-P*
- *Data Vulnerability*
- *Registered Representative Responsibilities*
- *Examples of Customer Data Protection*
- *You are a Custodian to Customer's Information*

## Client Suitability for the Investment Advisor

<b>Number of Pages</b>	<b>37</b>
<b>Approximate Time</b>	<b>15</b>

This course is intended for investment advisers that make product recommendations to clients. Various investments have different characteristics. Some provide a steady current income, while others give their total return in capital appreciation. Some are very unlikely to decline in value, while others may be more risky. This course discusses how to determine the suitability of the various investments to different clients and examines the risk characteristics associated with an investment company portfolio.

### Topics

- *Objectives*
- *Current Income*
- *Growth of Investment Capital*
- *Income & Expenses*
- *New Worth*
- *Insurance Needs*
- *Tax Status*
- *Risk*



## Department of Labor Fiduciary and Conflicts of Interest Rule

## Deterring the Spreading of False Rumors and Market Manipulation

Number of Pages	40
Approximate Time	41

Number of Pages	24
Approximate Time	12

This course was developed to introduce the Department of Labor’s Fiduciary Rule to the market and help eliminate conflicts of interest when recommending or otherwise giving retirement investment advice. While there still remains an industry-wide media frenzy regarding the rule, which is likely to continue through the compliance dates of April 7, 2017 and January 1, 2018, this course explains the fiduciary duty as it stands and what is required of those who sell products for, or provide advice on retirement investing.

This course is intended for retail representatives, institutional representatives, investment advisors and supervisors and looks at the problems of the spreading of false rumors and the aftermath that has followed. It will review the SEC’s response to this matter and the steps regulators are taking to stop such rumors. Specifically, the course looks at FINRA Rule 2010 and FINRA Rule 6140. Lastly, this course will identify steps organizations must take to ensure their employees are not a party to the spreading of false rumors. All of the practices outlined in this course will help member firms avoid the pitfalls and problems regarding the spreading of false rumors.

### Topics

- *Fiduciary Explained*
- *Conflicts of Interest*
- *Compliance*
- *Education*
- *Suitability Rule*
- *Exemptions to the Rule*
- *Robo-Advisors*
- *Discipline Anticipated*

### Topics

- *Deterring False Rumors & Market Manipulation: Background*
- *Secured Finding*
- *Market Manipulation & Short Selling*
- *Spreading of False Rumors*
- *SEC Action Taken & SEC Emergency Order*
- *Rules Regulating the Spread of False Rumors*
- *Steps Required to Ensure Compliance*
- *Supervision of Registered Representatives*



## Electronic Communications for Registered Representatives

<b>Number of Pages</b>	<b>46</b>
<b>Approximate Time</b>	<b>16</b>

This course is intended for retail representatives, institutional representatives, investment advisers, supervisors or any other financial service industry professional interested in learning how industry rules apply to the use and management of electronic communications with the public. FINRA has developed a number of guidelines regarding electronic communications for registered representatives. This course is designed to make registered representatives aware of the compliance requirements and potential liabilities when using the Internet and electronic communications.

### Topics

- *Changes with New Technologies*
- *The Rules of Yesterday and Today*
- *General Compliance Requirements*
- *Conduct Rules that Apply to Internet Usage*
- *Use of Current Information*
- *Supervision: Conduct Rule 3010*
- *Surveillance*
- *Use of Email and Instant Messaging*
- *Conduct Rule 2210*
- *Rule 2211 and Conduct Rule 2210(b)*
- *Chat Rooms & Web Sites*

## ERISA Qualified Plans - The Financial Advisor's Role

<b>Number of Pages</b>	<b>29</b>
<b>Approximate Time</b>	<b>34</b>

This course provides an overview of an ERISA fiduciary, the obligations of a fiduciary, and DOL guidance for financial advisors who provide non-fiduciary information and services. It also discusses IRA rollovers from qualified plans, and the DOL's proposal to expand the definition of a fiduciary to those who recommend such rollovers or otherwise provide advice to IRA clients.

### Topics

- *ERISA Covered Plans*
- *DOL Rules Regarding ERISA Plans*
- *Fiduciary and Non-Fiduciary Services*
- *IRS Prohibited Transactions*
- *Qualified Plan Rollovers to IRAs*
- *Rollover Suitability*
- *Proposed Expansion of Fiduciary Definition*

## Ethics and Professional Conduct

## FACT Act of 2003 - The Red Flags Rule

<b>Number of Pages</b>	<b>71</b>
<b>Approximate Time</b>	<b>51</b>

<b>Number of Pages</b>	<b>27</b>
<b>Approximate Time</b>	<b>15</b>

This course is intended for registered representatives, investment advisers, compliance staff and supervisors that work with retail investors. This course covers some of the basics of ethics and offers a glance at past legislation that has brought us to where we are today. By also outlining the responsibilities of each professional, this course sheds light on why it is imperative that all members of any profession maintain and adhere to professional ethical standards.

### Topics

- *An Introduction to Ethics*
- *Efficiency Reliability*
- *Valuing Professionalism*
- *Characteristics of a Professional*
- *Why look at the Past?*
- *The Armstrong Investigation of 1905*
- *Stock Market Reforms*
- *Compliance and Professionalism*
- *Good Business Ethics*
- *What is Professionalism?*
- *Good Business Ethics*
- *The Pursuit of Excellence*
- *Due-Diligence*

This course provides information on the regulations of sections 114 and 315 of the FACT Act program, regarding the detection, prevention and mitigation of identity theft. Topics discussed include: regulations, guidelines, identification of red flags and much more.

### Topics

- *Defining Financial Institutions Creditors and Covered Accounts*
- *Development of Identity Theft Prevention Programs*
- *Changes of Address for Debit and Credit Cards*
- *Notices of Address Discrepancies in Regards to Credit Reports*

## FINRA Suitability Rule 2111: *An Institutional Focus*

<b>Number of Pages</b>	<b>30</b>
<b>Approximate Time</b>	<b>23</b>

The Financial Industry Regulatory Authority (FINRA) recently implemented a new securities industry rule governing the obligation of broker-dealers and their registered representatives to make “suitable” investment recommendations to customers. FINRA Rule 2111, which went into effect on July 9, 2012, broadens the scope of the predecessor suitability rule, NASD Rule 2310, in a number of important respects. This course highlights the key provisions of FINRA’s new suitability rule and recommends a number of ways to document compliance and mitigate risks related to unsuitable investments.

### Topics

- *The New Rule*
- *Investment Strategies*
- *Hold Recommendations*
- *Increased Need for Customer Information*
- *Different Suitability Assessments*
- *Reasonable Basis Suitability*
- *Customer-Specific Suitability*
- *Quantitative Suitability*
- *Additional Requirements under New Rule*
- *Know your Customer*
- *Compliance Considerations*

## FINRA’s Suitability and Know Your Customer Rules (FINRA Rules 2111 and 2090)

<b>Number of Pages</b>	<b>38</b>
<b>Approximate Time</b>	<b>33</b>

In this course, representatives will discuss the two new FINRA Rules that were approved by the SEC to be incorporated into the FINRA consolidated rulebook: FINRA Rule 2090 - Know Your Customer and FINRA Rule 2111 - Suitability. Both rules incorporate and expand upon standards that were contained in earlier NASD and NYSE Rules. Upon completion of this course, representatives will have a better understanding of the Know Your Customer requirements stated in FINRA Rule 2090, including what is meant by the terms “reasonable diligence” and “essential facts,” as well as FINRA Rule 2111’s suitability requirements, including: identifying the three levels of suitability; knowing when the suitability requirements apply to a customer relationship; and recognizing the obligations of the firm and the associated person under the Rules.

### Topics

- *Overview of FINRA Rule 2090*
- *Overview of FINRA Rule 2111*

## Gifts and Gratuities: Guidance on Rule 3220

<b>Number of Pages</b>	<b>27</b>
<b>Approximate Time</b>	<b>10</b>

This course is intended for registered representatives, institutional representatives, investment advisers, supervisors or any financial service industry professional interested in learning how to achieve compliance with FINRA rules on gifts and entertainment. FINRA Rule 3220 strictly prohibits broker-dealers from giving gifts or gratuities in excess of \$100 per year to any person where that gift is in relation to the business of the recipient's employer. As such, this course helps distinguish what types of items need to be recorded to avoid the unsavory practice of giving kickbacks or paying to obtain business.

### Topics

- Overview of FINRA Rule 2330
- Rule 3220 in Regards to Personal Gifts
- De Minimis and Promotional Items
- Aggregation of Gifts & Valuation of Gifts
- Gifts Incidental to Business Entertainment
- Supervision Recordkeeping and Compliance
- Training and Education

## Guide to Electronic Communications: Blogs, Bulletin Boards, Chat Rooms, Social Networking Sites and Websites

<b>Number of Pages</b>	<b>44</b>
<b>Approximate Time</b>	<b>17</b>

This course is intended for retail representatives, institutional representatives, investment advisers, supervisors or any other financial service industry professional interested in learning how industry rules apply to the use and management of electronic communications with the public. FINRA has developed a number of guidelines regarding electronic communications for registered representatives. This course is designed to help registered representatives be more aware of the compliance requirements and potential liabilities when using the Internet and electronic communications. This course reviews the various rules and standards that cover electronic communications. Specific issues are covered concerning different methods of electronic communications. Additionally, the course will cover FINRA's rules and views regarding electronic communications in the various forms available today.

### Topics

- An Overview of Electronic Communications
- Definitions of Electronic Communications
- Electronic Sites
- FINRA's Views on Websites



## Harassment and Discrimination in a Professional Environment

<b>Number of Pages</b>	<b>33</b>
<b>Approximate Time</b>	<b>25</b>

This course provides an overview of sexual harassment and discrimination in the workplace: prohibited conduct; employee responsibilities; and the remedies available for employment discrimination.

### Topics

- *Sexual Harassment*
- *Quid Pro Quo Sexual Harassment*
- *The Dollar Cost of Sexual Harassment*
- *EEOC Sexual Harassment Guidelines*
- *Avoiding Sexual Harassment Claims*
- *What is Sexual Harassment...Really?*
- *Workplace Do's and Don't's for Employees*
- *Types of Discrimination*
- *Procedures to Report a Claim of Harassment or Discrimination*

## Heightened Supervision: Who, When, Why, and How

<b>Number of Pages</b>	<b>30</b>
<b>Approximate Time</b>	<b>30</b>

This course provides an overview of heightened supervision of representatives for all levels of supervisory management and compliance personnel. Specific topics covered in this course include: recognizing situations involving new-hires and existing representatives that may call for heightened supervision; recognizing the risks to the firm presented by these situations; understanding how a heightened supervision plan should be designed to address the specific representative's situation and the risks to the firm thereof; and understanding who should (and should NOT) have knowledge of and involvement in a heightened supervision plan.

### Topics

- *Regulations*
- *Heightened Supervision of New Hires and Existing Representatives*
- *Heightened Supervision Plan Design*
- *Heightened Supervision Failures*
- *Product Specific Heightened Supervision*

## Identity Theft Prevention and the Financial Services Industry

## Identity Theft: It's Everyone's Business

<b>Number of Pages</b>	<b>62</b>
<b>Approximate Time</b>	<b>22</b>

<b>Number of Pages</b>	<b>23</b>
<b>Approximate Time</b>	<b>31</b>

This course is intended for anyone working in the financial services industry that may have contact with sensitive customer information. This course is beneficial for all firms, as training is required to comply with the Federal Trade Commission FACT Act Identity Theft Rules. This course examines the primary rules that protect customer information and the role that employees play in identifying identity theft red flags. Finally, the course uncovers the various methods used by hackers to steal customer identities.

The federal financial regulatory agencies have adopted and enforced robust data security standards for entities under their jurisdiction. Protection of financial and personal customer information is a key responsibility and obligation of FINRA member firms. This course provides representatives with a comprehensive overview of identity theft, as well as the things they can do while conducting their day-to-day business to help ensure consumer data is kept out of the hands of criminals.

### Topics

- *A Consumer Issue for Business*
- *Definition of Identity Theft*
- *Asses your Business Risk*
- *Data Collection & Best Practices*
- *Tips for Reducing Risk*
- *Disclosure & Systems Security*
- *Proper Data Disposal*
- *What to Do When a Thief Strikes*
- *Investigation & Informing Customers of Problems*
- *Dealing with the Media*
- *Customer Trust and Loyalty*

### Topics

- *Who Pays the Price?*
- *What is Identity Theft?*
- *Ways to Steal an Identity*
- *Mitigating the Risk*
- *Steps to Recover from Identity Theft*

## Information Security: *Protecting You and Your Clients*

<b>Number of Pages</b>	<b>25</b>
<b>Approximate Time</b>	<b>9</b>

This course covers concepts to help registered representatives and supervisors understand procedures for protecting confidential personal customer information and detecting possible breaches in information security. It provides suggestions for what to do if customer information is compromised and steps to take to better protect this information. The objective of this course is to educate representatives on the importance of protecting client information. Information assets and physical property are constantly exposed to threats such as natural disasters, computer viruses and criminal actions. We can all contribute to managing the risks that come with these threats. Understanding your individual and professional responsibility is the first step in this contribution. Information security is an integral part of the services we provide and helps to protect our reputations and brands.

### Topics

- *Definition of Sensitive Information*
- *Public Information & Restricted Information*
- *Confidential Information & Information Security*
- *Computer Passwords*
- *Storage of Electronic Information*
- *Social Engineering and Identity Theft*
- *Rules to Follow*

## Insider Trading

<b>Number of Pages</b>	<b>33</b>
<b>Approximate Time</b>	<b>15</b>

This course is intended for registered representatives, supervisors, sales associates, compliance administrators, new account managers or any other financial service professional who is exposed to customers who may be corporate insiders or individuals who may possess material non-public information about their companies. This course reviews the background and scope of SEC anti-fraud standards prohibiting insider trading. Representatives will gain a thorough understanding of what is deemed illegal and legal insider trading. They will learn about the penalties imposed when violators are found guilty and who is harmed by illegal insider trading.

### Topics

- *SEC Governance*
- *Division of Corporate Finance*
- *Division of Market Regulation*
- *Division of Investment Management - Division of Enforcement*
- *Common Violations*
- *Definition and Impact of Insider Trading*
- *Penalties for Insider Trading*
- *Rule 10b5-1*
- *Who are Insiders*
- *Legal Insider Trading*

## Insider Trading: *The Illegal Side*

## Institutional Ethics

<b>Number of Pages</b>	<b>33</b>
<b>Approximate Time</b>	<b>26</b>

<b>Number of Pages</b>	<b>28</b>
<b>Approximate Time</b>	<b>11</b>

This course provides an overview of what type of insider trading activity is allowed, how insider trading laws have evolved, prevention of illegal activity through policies and education, the challenges of prosecuting criminal insider trading and a discussion of reasons for and against the legalization of insider trading.

This course is intended for registered representatives acting as institutional sales representatives, as well as investment advisers and their supervisors. This course focuses on ethical behavior and how it fits into the moral framework of industry rules. It explores both unethical practices and ethical practices for institutional sales representatives and outlines the ethical standards required when interacting with institutional clients.

### Topics

- *Definition of Illegal and legal Insider Trading*
- *The laws Surrounding Insider Trading*
- *Prevention of Illegal Insider Trading Activity*
- *Prosecuting Illegal Insider Traders*
- *Legalization Issues for Insider Trading*

### Topics

- *Definition*
- *Important Concepts*
- *Valuing Professionalism*
- *Industry Ethics*
- *Helping The Client*
- *Compliance and Ethics*



## Investment Adviser - Fiduciary Responsibilities

<b>Number of Pages</b>	<b>29</b>
<b>Approximate Time</b>	<b>24</b>

An investment adviser stands in a special relationship of trust and confidence with, and therefore is a fiduciary to, its clients. Understanding “fiduciary responsibility” is critical, because it is at the core of being a good investment adviser. In a very practical sense, if an adviser and the adviser’s employees understand the meaning of being a fiduciary and incorporate this understanding into daily business operations and decision-making, clients should be well served. This course will clarify the history, scope, and liability associated with the fiduciary responsibilities of an investment adviser.

### Topics

- *Fiduciary Standard*
- *Conflicts of Interest*
- *Disclosure Requirements*
- *Inadequate Disclosures*
- *Fraudulent Acts and Omissions*



## Investment Advisor Code of Ethics

<b>Number of Pages</b>	<b>55</b>
<b>Approximate Time</b>	<b>20</b>

This course provides an introduction to the basics of the Investment Adviser’s Act and is intended for investment advisors and certified financial planners. Also of interest, and beneficial to financial service industry professionals, is how the standards may be changing as well as the latest developments in law(s). The objective of this course is to provide an overview of the various definitions and regulations that are required of a financial services professional who falls under the Investment Adviser Act.

### Topics

- *Rule 204*
- *Requirement for Written Code of Ethics*
- *Compliance/Supervisory Manual*
- *Standards of Conduct*
- *Reporting*
- *Violations*
- *Enforcement and Penalties*
- *Implementation and Education*
- *Access Persons*
- *Personal Trading*
- *Recordkeeping*

## Market Making

<b>Number of Pages</b>	<b>34</b>
<b>Approximate Time</b>	<b>26</b>

Market making is an important function in the stock trading industry. Market makers provide vital liquidity and ensure orderly markets. Furthermore, by reducing costs, increasing efficiency and broadening access, NASDAQ and its market makers have leveled the playing field for all investors, great and small. Market making requires a level of expertise and diligence not found in many firms. However, if these challenges can be met, a broker-dealer can earn substantial revenues and provide a very valuable service. This course provides an overview of the electronic communication net- work that links market makers together, as well as the varying price quotes and Market Maker Rules imposed by FINRA, NASDAQ and the SEC.

### Topics

- NASDAQ
- Electronic Communication Networks
- Price Quotes
- Market Maker Rules
- FINRA
- Market Maker Rules
- SEC

## Monitoring and Supervision of Personal Securities Transactions

<b>Number of Pages</b>	<b>36</b>
<b>Approximate Time</b>	<b>27</b>

The associated persons of broker-dealers have every right to invest and manage their own money any legal way they see fit. The full spectrum of investment options is available to industry professionals. However, the personal trading accounts of associated persons of broker-dealers are subject to disclosure reporting and other restrictions. These rules are to ensure that associated persons do not take advantage of their position and gain an unfair edge on the investing public and that any conflicts of interest are either avoided or disclosed. Failure to observe these rules could harm customers financially and damage the credibility of a representative, a firm or even the entire industry.

### Topics

- *Specific FINRA Regulations Regarding Personal Securities Transactions*
- *What Accounts and Securities are Subject to Disclosure*
- *Procedures for Reviewing Employee Trading*

## Online Identity Theft Scams “Phishing”

<b>Number of Pages</b>	<b>40</b>
<b>Approximate Time</b>	<b>17</b>

This course is intended for retail representatives, institutional representatives, investment advisers, supervisors or any financial service industry professional interested in learning more about how to prevent online identity theft and what they need to do to ensure that they and their clients are not a victim of this crime. Identity thieves are stealing information from unsuspecting consumers in a number of ways. This course will show representatives how to spot some of the latest online identity theft scams targeting financial sector customers and how to avoid them.

### Topics

- *Impact of Technology*
- *Growing Problem*
- *Definition of Phishing*
- *Thieves Mimicking Legitimate Websites*
- *Real Example*
- *Trojan Horses*
- *Hidden Software*
- *How to Prevent and Protect Yourself from Online ID Theft*

## Outside Business Activities and Private Securities Transactions

<b>Number of Pages</b>	<b>31</b>
<b>Approximate Time</b>	<b>10</b>

This course is intended to familiarize registered representatives and general securities supervisors with the rules regarding outside business activities and personal trading. It clearly defines what these activities can be and illustrates the importance of full disclosure and thorough supervision of these activities. FINRA's rule on outside business activities of an associated person provides regulatory guidelines for representatives to follow when engaging in a business activity that is not part of their work for the firm. This course will cover Rule 3030 and Rule 3040, outlining representatives' compliance responsibilities.

### Topics

- *FINRA's Rule on Outside Business Activities*
- *Outside Business Activity Examples*
- *Private Securities Transactions*
- *Rule 3227, Rule 3030 Rule 3040*
- *Representative Considerations*
- *Situational Example*

## Preventing Customer Complaints: A Guide for Registered Representatives

<b>Number of Pages</b>	<b>42</b>
<b>Approximate Time</b>	<b>25</b>

This course discusses the topic of customer complaints from a preventative standpoint, emphasizing best practices that representatives can embrace to reduce the likelihood of a complaint. The course also looks at steps that can be taken with an unhappy customer to avoid negative escalation, without resorting to unethical or noncompliant solutions. Specific topics covered in this course include: recognizing, avoiding and managing a situation that may lead to a complaint, the importance of documentation in preventing complaints, the right way to handle a pre-complaint grievance to make escalation to a complaint less likely, and a review of what to do when a customer does lodge a complaint.

### Topics

- *Knowing the Basics*
- *Mitigating the Risk*
- *Steps to Recover from Identify Theft*

## Privacy, Confidentiality and Information Security

<b>Number of Pages</b>	<b>34</b>
<b>Approximate Time</b>	<b>28</b>

This course outlines privacy and confidentiality rights and protections, as well as some of the latest threats and methods for protecting electronic data, including emails wireless networks and mobile devices.

### Topics

- *Privacy Rights*
- *Confidentiality Protections*
- *Information Security Programs*
- *Assessment of Risk Exposures and Tolerances*
- *Adoption of an Information Governance System*
- *Creation of an Information Management Program*
- *Training - Limiting Liability*
- *Trend Watching for New Threats / Developments*



## Quest Annual Compliance Reminders for Registered Representatives - Vol. 2

<b>Number of Pages</b>	<b>37</b>
<b>Approximate Time</b>	<b>25</b>

There are many rules and regulations that you as a registered representative must keep in mind when conducting business. They cover a wide variety of topics that you see every day and are related to sales practice issues, ethical decisions you make and even administrative and operational issues. This course discusses outside business activities, private securities transactions, form U4 disclosures, responding to compliance requests, providing accurate customer information, customer complaints and settlements, email handling, customer and firm funds, proper trade authorizations and conflicts of interest.

### Topics

- *Identify Common Regulatory Requirements*
- *Know How to Meet your Compliance Obligations as you go About Daily Business*
- *Understand the Potential Consequences of Failing to Comply with Firm Policies and FINRA Rules*

## SEC Large Trade Rule 13h-1

<b>Number of Pages</b>	<b>33</b>
<b>Approximate Time</b>	<b>30</b>

The SEC's Large Trader Reporting Rule should be reviewed by corporations and individuals that exercise discretion over transactions in U.S. listed stocks and options. Affecting even a single trade can require a corporation or individual to register as a "large trader." Rule 13h-1 requires large traders to register with the SEC by December 1, 2011 by filing Form 13H. Upon completion of this course, representatives will be able to define and explain SEC Rule 13h-1, be aware of trade and business criteria that would compel registration, assist in the implementation of 13h-1 policies and procedures and be better versed to monitor compliance with 13h-1 requirements.

### Topics

- *Rule 13H-1 Overview*
- *Is your Client a Large Trader?*
- *Exempt Transactions*
- *Form 13H*
- *Large Trader Rule 13H-1 Compliance*

## SEC Rule 15c3-5: Market Access Rule

Number of Pages	29
Approximate Time	24

In 2010, the SEC adopted market access rule, SEC Rule 15c3-5, which focuses on a practice through which broker-dealers allow their customer to gain direct access to the applicable exchange or alternative trading system or ATS, also known as “sponsored access”. 15c3-5 prohibits broker-dealers from providing customers with “unfiltered” or “naked access” to an exchange or ATS and requires brokers with market access.

This course discusses how Rule 15c3-5 is designed to meet the following goals: prohibiting all markets from displaying marketable flash orders; requiring that information about an investor’s interest in buying or selling a stock be made publicly available, instead of just to a select group operating within a dark pool; identifying and providing information on certain large traders; promoting fair and efficient access to listed options markets and requiring a consolidated audit trail system to enable regulators to track information related to trading orders received and executed across the securities markets.

### Topics

- Risk Management Controls
- Financial Risk Controls
- Regulatory Risk Controls
- Broker-to-Broker Exception
- Third-Party Software Tools and Utilities
- Supervisory Procedures

## Social Media: Best Practices for Registered Representatives

Number of Pages	25
Approximate Time	20

More than a fad, social media has emerged as a vital channel for communication and information exchange. Whether you are with a financial services firm that already is active in social media or one that is watching from the sidelines, advisors and firms are beginning to truly acknowledge the benefits that social media platforms offer. This course provides registered representatives with a few best practices to follow when getting started on LinkedIn.

### Topics

- Getting Started with Social Media
- Building a Brand
- Prospecting
- Status Updates
- Join Groups
- Using LinkedIn as an Intelligence Gathering Tool
- A Guide to LinkedIn

## Social Media: Communications With the Public in an Electronic Environment

<b>Number of Pages</b>	<b>42</b>
<b>Approximate Time</b>	<b>37</b>

This course discusses the many considerations that representatives and firms face when it comes to the use of social media, including social networking sites, blogs, chat rooms, online forums, static and interactive sites, and the management of third-party content and links. The course offers an overview of FINRA's guidance on the use of social media by registered representatives and other associated persons. More specifically, it highlights FINRA's categories of communication with the public, FINRA rules that apply to electronic communications, as well as considerations for use, supervision, and recordkeeping regarding social media web sites, blogs, chat rooms, and online forums.

### Topics

- *Categories of Electronic Communications with the Public*
- *FINRA Rules*
- *Electronic Communications Compliance Issues*
- *Web and Electronic Compliance Issues*
- *Third Party Communications*

## Suitability: Red Flags for Seniors

<b>Number of Pages</b>	<b>31</b>
<b>Approximate Time</b>	<b>18</b>

This course covers a broad range of issues related to senior investments. This course is an entry-level course intended for all registered representatives, sales support staff, compliance staff and compliance administrators interested in senior citizen suitability sales practice regulations. This course covers a broad range of issues related to senior investments, including ethics, suitability and products targeted towards seniors. With more and more people nearing retirement age, the issues regarding senior investors are making headlines. Prevention of fraud and questionable business practices are issues that are being addressed by not only FINRA, but also by the states and financial firms as well. Ultimately, the responsibility lies with the registered representative to do what's right for his or her client. This course reminds representatives to always act in the best interests of their clients.

### Topics

- *Ethics*
- *Suitability*
- *Products Targeted Toward Seniors*
- *Difference between Non-Discretionary and Discretionary Accounts*
- *Viatical Settlement*
- *Equity Indexed Annuity*
- *Equity Indexed Fixed and Variable Annuities*

## The Role of the FINOP

<b>Number of Pages</b>	<b>52</b>
<b>Approximate Time</b>	<b>40</b>

Each FINRA member firm is required to engage the services of a registered financial and operations principal, also known as the “FinOp” or “FINOP.” Whether within a clearing firm or introducing broker-dealer, working as a full-time or outsourced provider, the role of the FINOP remains a critical function of the firm. This course is designed to provide an overview of the role and responsibilities of the firm FINOP, highlight various reporting requirements and their mechanisms, and identify more recent regulatory changes that affect the FINOP role and firm reporting.

### Topics

- *Reporting and Books and Records Requirements*
- *Supervision Obligations*
- *Net Capital Requirements and Calculations*
- *Applicable MSRB Federal Reserve Board SEC FINRA/NASD and other Rules and Regulations*

## Types of Accounts

<b>Number of Pages</b>	<b>35</b>
<b>Approximate Time</b>	<b>18</b>

In order to effectively and efficiently manage client assets, many advisers recommend that their clients open an account at a custodian - a financial institution, usually a broker-dealer or a bank, that holds and has legal responsibility for the safekeeping of the customer’s securities and/or cash. This custodian will hold client securities and cash, facilitate trading and provide tax reporting documentation. The account’s type is determined by the client’s legal status: whether the client is a real (natural) person or persons, or an entity like a trust or corporation. This course describes the most common account types, as well as the documentary requirements for most accounts.

### Topics

- *Custodian Information Requirements*
- *Account Types*
- *Account Features*
- *Broker-Dealer Obligations*

## Understanding Clearing Firms and Risk Management

<b>Number of Pages</b>	<b>27</b>
<b>Approximate Time</b>	<b>25</b>

This course will primarily focus on the vital role that clearing brokers play in the securities markets, the risks associated with that role and means for managing those risks. The processes and regulations relating to clearing agencies and the clearing of commodity futures transactions are complex enough to warrant separate treatment so only limited highlights will be included here.

### Topics

- *Clearing Firms*
- *Trading Risks*
- *Supervision Risks*
- *Compliance Costs Risks*
- *Reputational Risk Risks*
- *Revenues: Interest Rate Impact Risks*
- *Technology Expenses Risks*
- *Competition Risks*
- *Risk Management*
- *Central Counterparty Clearing agencies*
- *Commodity Futures*

## Understanding Complex Products

<b>Number of Pages</b>	<b>33</b>
<b>Approximate Time</b>	<b>30</b>

This course provides financial advisors and their supervisors with a sound understanding of the essential characteristics of complex products and related sales practices issues. Upon completing this course, advisors will be able to easily identify complex products, describe the suitability requirements that surround them, and implement a reasonable compliance program regarding the sale of complex products.

### Topics

- *The Features, Benefits, Risks and Considerations Pertinent to Complex Products*
- *Guidelines for Suitability*
- *Information Regarding Complex Products as Markets and Products Evolve*

## Understanding the JOBS Act of 2012

<b>Number of Pages</b>	<b>32</b>
<b>Approximate Time</b>	<b>34</b>

This course provides representatives with an overview of the Jumpstart Our Business Startups Act, a bipartisan effort signed into law by President Obama on April 5, 2012. The JOBS Act is intended to encourage funding of small businesses, partly by providing relief from certain aspects of securities regulation. Specific areas of the Act discussed include: The increase in the number of shareholders a company may have before the requirement to register its common stock with the SEC is triggered; the new registration exemption for certain types of small public offerings; how the Act may encourage “crowd funding” of new companies; amended disclosure requirements for “emerging growth companies”; allowances for general solicitation and advertising for certain types of private placements; changes to the dollar amount limits for securities offerings exempted under Rule 505 of Regulation D; and changes to the number of permitted shareholders in community banks.

### Topics

- *The Jumpstart our Business Startups Act*
- *Reopening American Capital Markets to Emerging Growth Companies*
- *Access to Capital for Job Creators*
- *Small Company Capital Formation*
- *Private Company Flexibility and Growth*
- *Capital Expansion*

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