

Sample Table of Contents

DEFINITIONS.....	8
INTRODUCTION	13
RISK INVENTORY	15
REGISTRATION	18
FIRM REGISTRATION	18
NOTICE FILING.....	19
REPRESENTATIVE LICENSING	19
IAR CONTINUING EDUCATION	21
FIDUCIARY DUTY	28
CODE OF ETHICS	30
INSIDER TRADING.....	33
PERSONAL SECURITIES TRANSACTIONS	34
REPORTING REQUIREMENTS.....	34
GIFTS AND ENTERTAINMENT	35
VIOLATIONS	36
SUPERVISION.....	37
BRANCH OFFICE AUDITS	37
OUTSIDE BUSINESS ACTIVITIES	38
BOOKS AND RECORDS.....	39
CLIENT FILES.....	44
MAINTENANCE OF ELECTRONIC RECORDS.....	45
CLIENT DOCUMENTS AND DISCLOSURES	45
DISCLOSURE BROCHURE	45
BROCHURE SUPPLEMENT	46
RELATIONSHIP SUMMARY	47
ELECTRONIC DELIVERY	48
CONFLICTS OF INTEREST	48
CLIENT AGREEMENTS AND SUPPORTING DOCUMENTS	49
PRIVACY REQUIREMENTS.....	50
INFORMATION SECURITY PLAN	51
SECURITY BREACH.....	54
PROXY VOTING.....	55
CUSTODY.....	56
FEE BILLING	59
IDENTITY THEFT PREVENTION PROGRAM	59
TRADING	64
TRADING ERRORS	65
TRADE ALLOCATION.....	65

AGGREGATION OF CLIENT ORDERS	66
BEST EXECUTION	67
CLIENT DIRECTED BROKERAGE ARRANGEMENTS	68
DISCRETIONARY TRADING.....	68
SOFT DOLLAR.....	69
PRINCIPAL TRANSACTIONS.....	70
CROSS TRADES	71
MUTUAL FUND SHARE CLASS SELECTION	71
POLITICAL CONTRIBUTIONS.....	74
ADVISORY SERVICES & FEES.....	76
FINANCIAL PLANNING & CONSULTING SERVICES	76
ASSET MANAGEMENT SERVICES	76
INVERSE & LEVERAGED ETF RECOMMENDATIONS	76
DIFFERENT RATES FOR ASSET CLASSES	78
PENSION CONSULTING SERVICES	78
INSURANCE AGENT (NOT IAR LICENSED) ATTENDING CLIENT MEETING.....	79
DUE DILIGENCE.....	84
BROKER/DEALERS	84
SOFTWARE VENDORS	85
COMPLAINTS AND INVESTIGATIONS.....	88
COMPLAINTS	88
ADVERTISING	89
DEFINITION OF ADVERTISEMENT	89
PROCEDURE FOR REVIEWING AN ADVERTISEMENT	90
SEC'S GENERAL PROHIBITIONS FOR ADVERTISEMENTS	90
GENERAL CRITERIA FOR APPROVING AN ADVERTISEMENT	91
GENERAL RECORDKEEPING OF ADVERTISEMENTS.....	94
THIRD-PARTY RATINGS IN ADVERTISEMENTS	94
<i>DEFINITION OF THIRD-PARTY RATING.....</i>	<i>95</i>
<i>Under this rule, the SEC defines a “third-party rating” as the following:.....</i>	<i>95</i>
<i>POLICY & PROCEDURE OF Sample FOR THIRD-PARTY RATINGS.....</i>	<i>95</i>
TESTIMONIALS & ENDORSEMENTS IN ADVERTISEMENTS.....	96
<i>DEFINITION OF TESTIMONIALS & ENDORSEMENTS.....</i>	<i>96</i>
<i>EXAMPLES OF TESTIMONIALS & ENDORSEMENTS</i>	<i>97</i>
<i>SEC REQUIREMENTS FOR USE OF A TESTIMONIALS OR AN ENDORSEMENT</i>	<i>97</i>
<i>EXEMPTION FROM CERTAIN REQUIREMENTS FOR TESTIMONIALS & ENDORSEMENTS</i>	<i>101</i>
<i>REGISTRATION OF PROMOTER</i>	<i>101</i>
<i>POLICY OF FIRM FOR TESTIMONIALS & ENDORSEMENTS</i>	<i>102</i>
<i>PROCEDURES FOR REVIEWING A TESTIMONIAL OR AN ENDORSEMENT</i>	<i>102</i>
PERFORMANCE IN ADVERTISEMENTS	104
<i>POLICY OF FIRM FOR INVESTMENT PERFORMANCE ADVERTISING.....</i>	<i>104</i>
CLIENT COMMUNICATIONS.....	104
COMMUNICATING WITH PRESS/NEWS MEDIA.....	104
ELECTRONIC COMMUNICATIONS AND RETENTION	107
SOCIAL MEDIA AND NETWORKING WEBSITES	107
CORRESPONDENCE.....	108
CORRESPONDENCE – PERFORMANCE REPORTS	108
TEXT MESSAGING PROHIBITED.....	111
FOREIGN CLIENTS	112

Sample

ANTI-MONEY LAUNDERING	113
SECTION 13 FILINGS.....	116
EMPLOYEE RETIREMENT INCOME SECURITY ACT OF 1974 (ERISA)	117
PROTECTING OLDER AND VULNERABLE CLIENTS WITH DIMINISHED CAPACITY.....	120
GENERAL RISKS AND CONSIDERATIONS	120
<i>I. Clients who are retired or approaching retirement age.</i>	120
<i>II. Clients who are perceived by Sample to have possible issues associated with diminished capacity or competence.....</i>	121
<i>III. Elderly or Senior Clients</i>	121
INVESTMENT RECOMMENDATIONS FOR SENIOR CLIENTS	122
TRAINING	123
WARNING SIGNS OF FINANCIAL ABUSE/EXPLOITATION	123
DESIGNATION OF TRUSTED CONTACT	126
REPORT THE ABUSE & CONTACT A TRUSTED EMERGENCY CONTACT.....	127
SUCCESSION PLAN	130
BUSINESS CONTINUITY AND DISASTER RECOVERY PLAN	132
SIGNIFICANT BUSINESS DISRUPTIONS	133
BUSINESS DESCRIPTION.....	133
OFFICE LOCATIONS.....	134
CUSTOMERS' ACCESS TO FUNDS AND SECURITIES.....	135
DATA BACK-UP AND RECOVERY (HARD COPY AND ELECTRONIC).....	135
FINANCIAL AND OPERATIONAL ASSESSMENTS.....	136
<i>Operational Risk.....</i>	136
<i>Financial and Credit Risk.....</i>	136
MISSION CRITICAL SYSTEMS	136
<i>Firm Mission Critical Systems.....</i>	137
<i>Mission Critical Systems Provided by Outside Custodian(s)</i>	138
ALTERNATE COMMUNICATIONS BETWEEN THE FIRM AND CUSTOMERS, SUPERVISED PERSONS, AND REGULATORS	138
<i>Customers</i>	138
<i>Supervised Persons.....</i>	139
<i>Regulators.....</i>	139
CRITICAL BUSINESS CONSTITUENTS, BANKS, AND COUNTER-PARTIES	139
<i>Business Constituents</i>	139
<i>Banks</i>	139
<i>Counter-Parties</i>	140
REGULATORY REPORTING	140
DISCLOSURE OF BUSINESS CONTINUITY PLAN	140
EXHIBIT A	142
EXHIBIT B	143

Sample Manual Language

TRADING

An advisor's trading practices must be fair to clients and must include a fair and reasonable allocation system. As a fiduciary, *(Firm Name)* has a responsibility to make only suitable investment recommendations to its clients. *(Firm Name)* must obtain sufficient information from each client to determine the nature of the client's investment objectives and policies.

TRADING ERRORS

(Firm Name) will take care when handling client orders in order to avoid errors. *(Firm Name)* makes all attempts to implement client trades correctly. If a trade error does occur where *(Firm Name)* is responsible for the error and a trade correction is needed, *(Firm Name)* will not pass the costs (including any losses) on to the client; will not use soft dollars to pay for correcting the error; and will not use another client's account to correct the error. *(Firm Name)* will bear all costs of correcting trade errors for which it was responsible. If the investment adviser representative is responsible for the error, *(Firm Name)* will pass all costs on to the representative.

(Firm Name) will maintain a report/file of all trade errors. The following will be documented for each trade error:

1. The client that was affected
2. A description of the error
3. The broker/dealer that was involved (if applicable)
4. The name of the security
5. The transaction date
6. A description of how the error was resolved

(Firm Name) will be responsible for periodically reviewing the trade error report/file to determine that trade corrections are being appropriately handled and to determine if additional policies and procedures need to be implemented or changes need to be made to lessen the frequency or number of trades that are occurring.