Turn DOL Compliance into a Competitive Advantage

Solutions for the New Conflict of Interest Rules

New responsibilities spelled out in the DOL fiduciary rule will impact business models, procedures, compensation, and customer relationships. Financial firms face extensive disclosure requirements, with unprecedented data management and reporting challenges. The timeline for compliance is short, and regulatory scrutiny will be intense.

Yet within each challenge you’ll find opportunity to build trust and foster deeper relationships with your customers. Broadridge can help. As a leading provider of data, analytics, communication and technology solutions, we have the tools and expertise you need to validate and support recommendations, enhance customer experiences and mitigate risk. Whether you require a full-service solution or standalone capabilities, you’ll find proven ways to simplify compliance, reduce costs and strengthen relationships.
Prudence, skill, and diligence. The new DOL fiduciary rule expects advisors to exercise them all when recommending products to customers. Rely on Broadridge technology to streamline investment recommendations and help avoid conflicts of interest. Quickly demonstrate your product knowledge and document why your recommendations are in your customer’s best interest.

Equip your advisors with powerful screening tools
Easily evaluate investment offerings – creating more transparency and less confusion – to ensure that every fund is in accordance with DOL requirements, and clearly understood by customers. Our proprietary methodology provides a holistic analysis of fund performance, expenses, and volatility, creating an independent scorecard ranking that validates your strategies and helps your customers determine what matters most in their personal investment decision.

Identify the most suitable funds and share classes
Data-driven analysis simplifies the selection of suitable investment vehicles for individual investors, adding certainty and confidence to point-of-sale transactions. Quickly compare share classes, mutual funds and variable annuities based on individualized inputs such as investment amount, ongoing contributions, systematic withdrawals and time horizon. Recommendations are documented and can be stored for the customer and compliance purposes.

Deliver prospectuses at the point of sale
Add more clarity to your point-of-sale transactions by making the most recently filed statutory or summary prospectus immediately available for your clients. Broadridge proprietary “fund mapping” technology talks to EDGAR every business day, making documents and data timely, accurate and accessible.

Ensure ongoing suitability of your sell list
Firms can regularly monitor their existing sell list for more suitable investment products, and rerun the suitability analysis as new funds become available. Advisors can also receive alerts when new documents or supplements have been filed for their clients’ funds.
The DOL rule adds new layers of complexity to your client communications. You’re required to share more information with customers, to communicate with them more often and in new ways:

- **Create and deliver communications**, including Fiduciary notices, Best Interest Contracts (grandfathered and new accounts that require signatures) and Transactional Disclosures.

- **Deliver complex, personalized, time-sensitive content** (often at the point of sale) in print and digital form.

- **Develop and maintain a web site** that displays model contracts, compliance-required material and the ability for investors to access their personalized disclosures.

- **Be prepared to respond quickly to ad hoc requests** for more detailed information from individual investors.

- **Implement an efficient workflow** to manage each communication, track and confirm delivery and receipt, and securely archive it all for proof of compliance.

**Turn to a trusted partner**

Broadridge excels in managing complex, time sensitive and compliant communications. With our world-class Customer Communications Platform, you can empower advisors to create and distribute contracts, disclosures and more at the point of sale. Streamline how you create, deliver and archive personalized documents for print, email and web presentment. And turn DOL-related communications into targeted messages that support your brand, strengthen customer relationships and drive new revenue streams.

**Maintain proof of compliance**

Automatically archive all contracts, notifications, recommendations, letters and disclosures in their original format, and track them for easy retrieval on demand.

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**Your single-source for investor engagement**

- Multi-channel communications
- Self-service workflow
- Digital and on-demand printing
- Physical mail or digital delivery
- Data-driven personalization
- Postal savings
- Web presentment
- Physical and electronic signature capture
- Tracking and management
- Archiving and retrieval
Our practice management tools help you build compliance and transparency into all your processes. Simplify management of third-party payments. Establish procedures for detailed record keeping and reporting. Compile and cleanse data from a variety of internal and external sources. Gain an accurate, 360-degree view of customer holdings.

Achieve accuracy and transparency in fees and compensation
Centralize and automate calculation, reconciliation and allocation of a wide range of fees and payments, including management and advisory fees, 12b-1, revenue sharing, and commissions. Eliminate potential conflicts of interest and automatically levelize payments to brokers. Ability to track, tag and filter third-party revenue and/or compensation related to retirement assets and process in accordance with compliance rules while creating a complete audit trail.

Aggregate data to drive compliance
Collect holdings data at the individual and account levels, including held-away assets, from both internal and external sources. Aggregate transactional and account data from clearing firms and custodians. Maintain a clean central database to feed performance analytics and compliance monitoring systems.

Continuously monitor to mitigate risk
Implement standards and procedures to maximize effectiveness while limiting your firm’s exposure. Examine customer accounts and advisor activity to ensure compliance. Analyze and benchmark fees against current market trends.

You can count on Broadridge
Broadridge is the leading provider of investor communications, technology-driven solutions, and data and analytics for broker dealer, wealth management, asset management and capital markets firms. We help our clients drive operational excellence to manage risk, accelerate growth and deliver real business value. Our comprehensive suite of DOL solutions simplifies compliance, reduces costs and strengthens relationships in ways that offer a significant competitive advantage.

Learn more
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