

# Navigating Regulation Best Interest: Form CRS

The SEC voted to adopt Regulation Best Interest (“Reg BI”) in June 2019, which mandates a new short-form disclosure document called a Customer Relationship Summary or Form CRS.

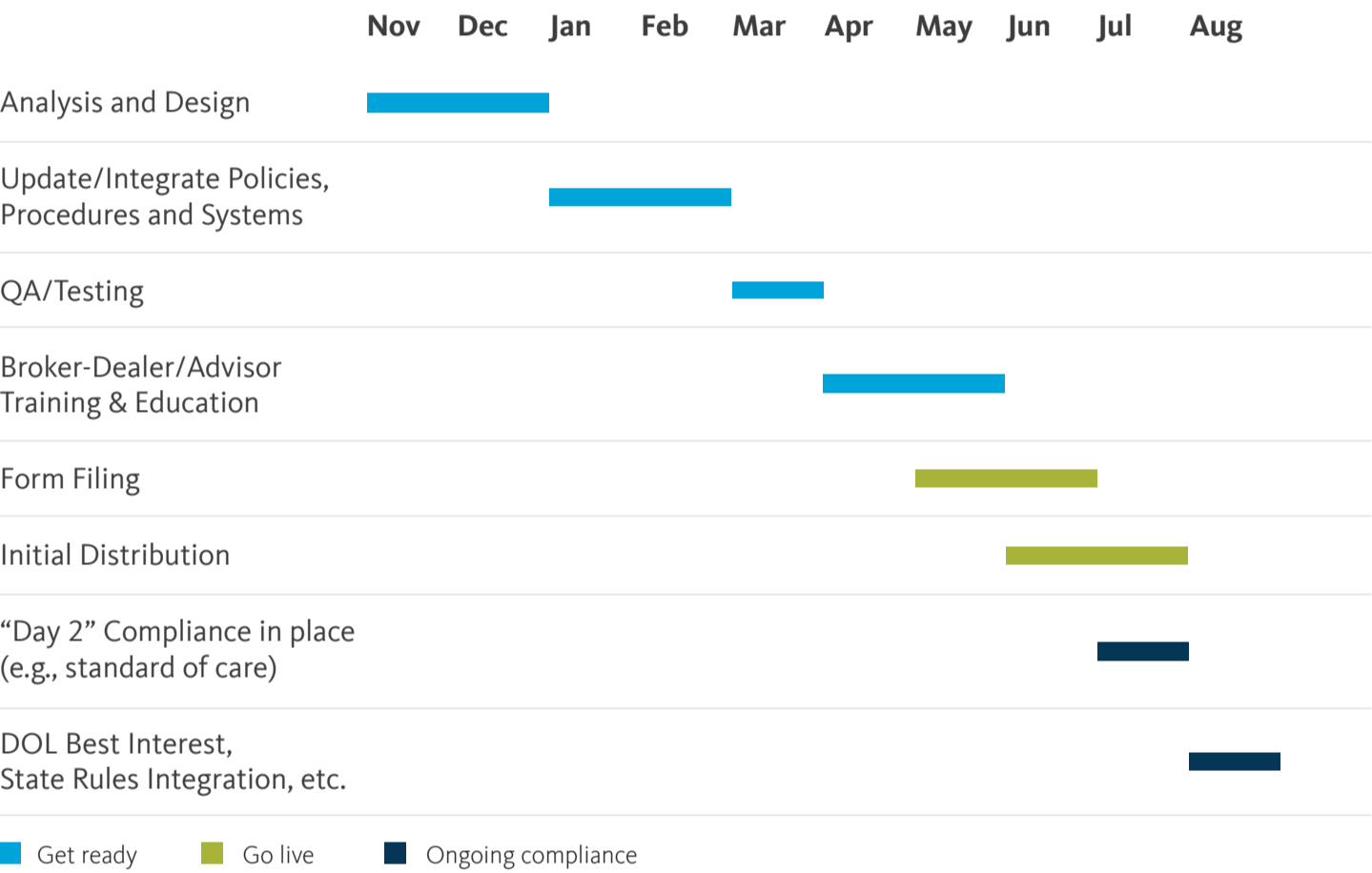
Firms must be in compliance for Reg BI and Form CRS by June 30, 2020. Are you ready?

## FORM CRS: WHAT IS REQUIRED?

Who	Required of broker-dealers and advisors that offer services to a retail investor
What	Plain-English form presenting SEC required information in a short, simple format
When	Submitted to the SEC no later than <b>June 30, 2020</b> Distributed to all current retail clients/prospects within 30 days thereafter, <i>plus</i> : <ul style="list-style-type: none"><li>At pre-sale and point-of-sale</li><li>For subsequent material changes for existing accounts</li><li>For certain account or disclosure changes</li></ul>
Why	To assist retail investors with the process of deciding whether to: <ul style="list-style-type: none"><li>Establish an investment advisory or brokerage relationship</li><li>Engage a particular firm or financial professional</li><li>Terminate or switch a relationship or specific service</li></ul>

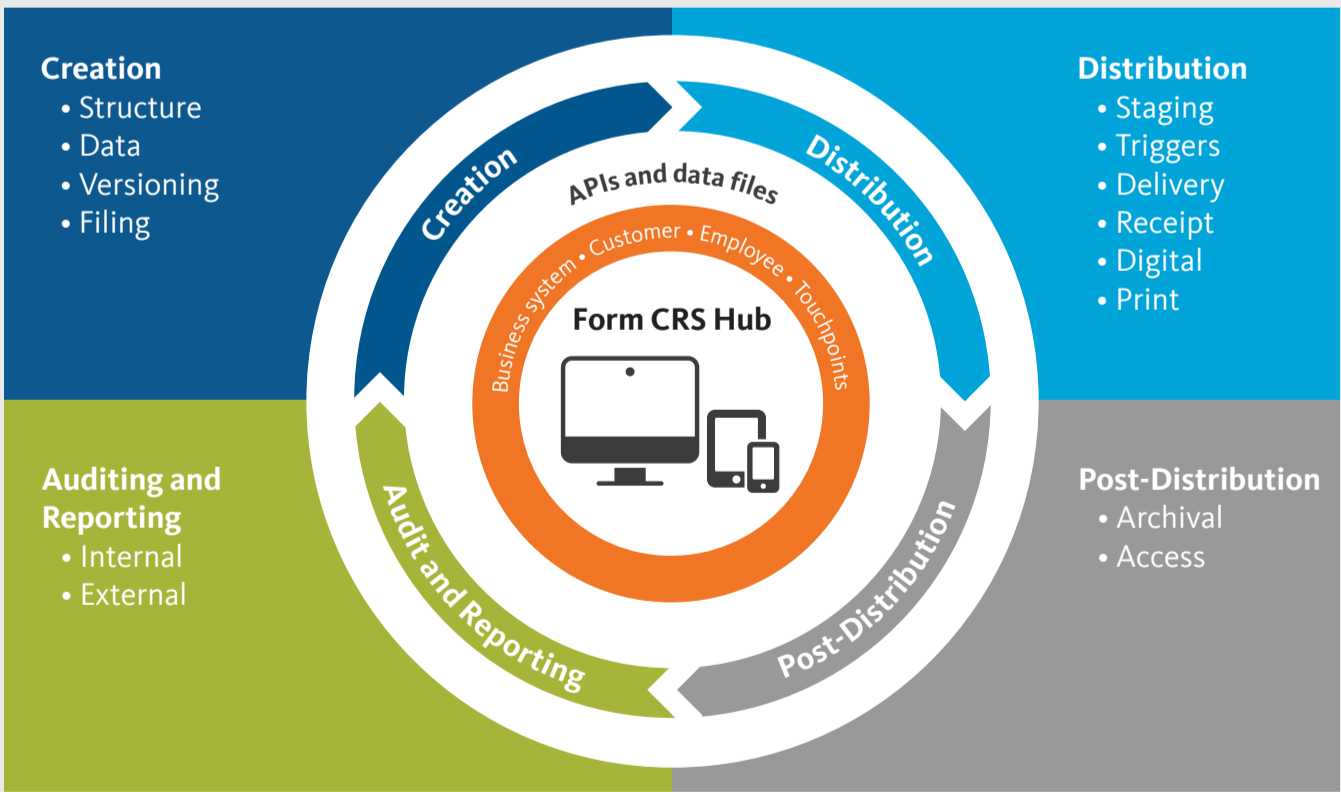
## WHAT HAS TO HAPPEN WHEN?

This chart illustrates how more than 75 firms are addressing the requirements and timing of Form CRS based on discussions with Broadridge.



## HOW ARE FIRMS GETTING READY TO MEET THE REGULATION?

Broadridge Smart Solutions for Reg BI can help you address SEC requirements with confidence and efficiency. From creation and omnichannel distribution to archival and reporting, our modular Form CRS hub leverages existing technology and APIs, making the process seamless, automatic and transparent.



## COUNT ON BROADRIDGE FOR YOUR WAY FORWARD

From Form CRS to new “best interest” compliance obligations, you’ll gain the expertise and executional know-how to satisfy Reg BI demands. To learn more, contact Tim Slavin, Senior VP of Retirement at [timothy.slavin@broadridge.com](mailto:timothy.slavin@broadridge.com) or Jean Reilly, Vice President, Practice Lead for Broadridge Consulting Services at [jean.reilly@broadridge.com](mailto:jean.reilly@broadridge.com).



**JUNE 30, 2020 IS RIGHT AROUND THE CORNER.**

Get ready. Get a demo. Get going. | [Broadridge.com/RegBIcomply](https://Broadridge.com/RegBIcomply)