

INVITATION

Four Biggest Risks (to your practice).

You try to do the best job you can for your clients. You're careful to gather as many facts as the client is seemingly willing to share with you prior to recommending any courses of action, and you diligently seek to identify the investments most suitable to help your clients move closer toward their goals and needs. But if you are like many financial professionals, you have not recently read your clearing firm's custodial IRA Account Agreement, or the complete product Prospectus/Statements of Additional Information for each of the products you regularly recommend. And while you are certainly not alone in this regard, there is no comfort in numbers when your entire practice may rest on the answer to one question:

Are you absolutely certain that the Beneficiary Designations you set up for your clients accurately reflect their true wishes?

1. Are they consistent across all accounts and products your clients have with you?
2. Even if they are consistent across all accounts/products your clients have with you:
 - a. Are they properly designated to accurately transfer assets according to your clients' wishes?
 - b. Are they consistent with your clients asset transfer wishes articulated in their wills/trusts?
 - c. Have you taken into consideration the specific custodian and how it treats the designations you have on the account? (Hint: each custodian has its own rules, and the same beneficiary designation may be treated differently by different custodians.)
3. Finally, are you certain that all accounts that will accept a beneficiary designation (*e.g.* TOD) are properly set up and consistent with your clients' wishes?

If you can answer "YES" to all of the above questions, then you either are (1) new to the business and have a relatively small client base, or (2) you recently spent the time equivalent to several work weeks reviewing each client account record with the assistance of a firm or legal expert to determine that you have no cases out there in which, as they stand, your beneficiary designations could result in a disastrous unintentional disinheritance or reduced inheritance of a grandchild/ren whose mother or father predeceased their grandparent (your client). Further, how many of your non-qualified accounts are destined for probate that could be avoided by simply adding the Transfer on Death designation?

If you would like a better understanding of these risks to your practice and not only how you can avoid them but also how you can earn just compensation for doing so, then you cannot afford to miss our compliance presentation by attorney Mark E. Czuchry, titled: Four Biggest Risks. With FINRA contemplating some sort of new "fiduciary" standard to hold all registered representatives to, one mistake on one IRA could besmirch your U-4 for years to come. Learn how to tackle this issue head on by registering for this session. You'll be glad you did.