



OTHER INFORMATION

E&O, Continuing Education, Business Card and Stationery Templates

Mandatory Errors and Omissions Insurance

All registered representatives are required to obtain the E&O Insurance coverage offered by CCS.

Coverage offered by Coordinated Capital Securities, Inc.

Premium: Contact Tracy Williams at 608-221-4545 or at tracy@ccsmadison.com for premium information

Effective Date: December 31st

Retroactive Date: First date of continuous license with Coordinated Capital Securities, Inc.

Deductible: \$5,000

Limits of Liability: \$1,000,000 per occurrence, \$2,000,000 aggregate

CCS Registered Reps are covered for their activities as a:

- Registered representative
- Securities principal
- Financial planner
- Life, health, accident & disability insurance agent
- Investment advisor

Coverage is provided for the sale of:

- Securities transacted through CCS; including stocks, bonds, mutual funds and variable and index annuities
- Public limited partnerships not known to be in trouble
- Investment advisory activities
- Life, health, disability and fixed annuity sales independent of the broker dealer
- Companies owned, controlled by, or employing the insured Registered Rep's will be insured for their vicarious liability arising out of wrongful acts of those Registered Reps.

Coverage is NOT provided for:

- Property & casualty sales
- Private Placements
- Viaticals or Life Settlements
- Sale or servicing of auto financing receivables
- Claims arising from any pending or prior litigation, arbitration, claims or suits, or essentially the same circumstances known or reasonably known at policy inception

FINRA Continuing Education Requirement

All persons registered with CCS are subject to FINRA's Continuing Education program. There are two components to FINRA's program- the Regulatory Element and the Firm Element. The Regulatory Element requires completion of a FINRA administered computer-based training program within 120 days of the second anniversary date of their initial FINRA registration and every three years thereafter. Failure to complete the training in the required time will result in the RR's registration becoming inactive. The Firm Element requires that CCS establish and maintain an annual training program that is unique to the firm to train its covered persons. Registered representatives must complete the Firm Element Training by October 31st each year.

Business Card and Letterhead Standard Disclosures

FINRA requires the following two disclosures be placed on business cards, letterhead and fax cover sheets as well as any advertisements, websites, sales literature or other communications used with the public.

Branch

Registered branch office address and phone number.

Broker/Dealer

Either

- “Securities offered through Coordinated Capital Securities, Inc. Member FINRA/SIPC”

Or for individuals registered with CCS’ investment advisor:

- “Securities and Investment Advisory Services offered through Coordinated Capital Securities, Inc. Member FINRA/SIPC”

For individuals using a DBA, the representative must clearly show their relationship with CCS so as not to create any confusion for the reader. An acceptable disclosure is:

- “John Doe is a Registered Representative (or Principal, if applicable) offering securities through Coordinated Capital Securities, Inc. Member FINRA/SIPC”

As a general guideline, business cards require 8-point type and letterhead requires 10-point type. The broker-dealer disclosure must not be the smallest type size on the page.

Considerations for Use of DBA

RR’s who have established a DBA must comply with FINRA and state regulatory requirements. Several assumptions are made when the Compliance Department reviews stationery material and/or advertising and sales literature that reflects the CCS broker-dealer disclosure and primarily identifies another business entity or DBA. These assumptions are as follows:

1. The other business entity has a valid business purpose not related to CCS or the distribution of securities products and services. For example: Insurance Agency, an independent registered investment adviser, a Licensed Tax Service, etc.
2. In states requiring the other business entity or DBA to be licensed and/or registered, that other entity is properly licensed and/or registered.
3. The other business entity or DBA will have a standard title for all personnel. If a license, registration, or certification is required to use the title selected, all individuals using the title must be properly licensed and/or registered or have completed the necessary certification. Please note that the title “Registered Representative” or any accepted title with CCS may not appear on DBA material, as it would imply the individual is a “Registered Representative” of the other business entity or DBA, which is not accurate. In addition, titles may not be used for a DBA that would imply that the DBA is the broker-dealer. Example: “Vice President of Investments,” “Investment Manager,” “Manager of Investment Division,” etc.
4. Similarly, employees of the other business entity or DBA who are not securities licensed with CCS may not use material that displays the CCS broker-dealer disclosure phrase.

Use of Professional Designations

The use of professional designations by registered representatives that state or imply that a person has special expertise, certification or training in advising or servicing senior citizens is restricted. RR’s must receive pre-approval from the Compliance Department before using any professional designations on any communications with the public.

FINRA Conduct Rules and firm procedures prohibit registered representatives from referencing nonexistent or self-conferred degrees or designations or referencing legitimate degrees or designations in a misleading manner.