



Trustmont Group

May 11, 2023, 2nd Quarter Mandatory Webinar



Welcome

**Your presenters today are:
Jess, Tony & MaryLynne**

NOTE: Please remember that in order to get credit for attending this webinar you need to be logged in with your Trustmont approved email using a computer or the GoToWebinar app.

If you are in listen only mode it will NOT register your attendance and you would have to view the make-up link.

*****You MUST be able to see the slides*****

- **If you have an idea of something you want to see featured in our quarterly webinars, monthly newsletter or NEWSFLASH, please send us an email or give us a call.**
- **If you have any comments or questions, they may be typed in at any time and we will address them as we go or at the end**



April's Check and Correspondence Logs are due **May 15th**

Submitting New Business?

All paperwork **MUST** be submitted to Trustmont for approval prior to being submitted to the fund company

Did you?

- complete the **MOST RECENT** Trustmont Required Disclosures Delivery Confirmation Cover Sheet
- complete all required sections of the **MOST RECENT** CPF (Did you get a Trusted Contact?)
- get a copy of the driver's license
- complete the Rollover Analyzer, required for all IRA-to-IRA transfers, Plan (401K/403B/457/etc) to IRA Transfers and Plan to Plan Transfers
- complete all Fund company paperwork
- get a copy of the prior custodian statement for transfers
- checks made payable to the fund company, if making contribution
- check the Trustmont website for a list of investment specific requirements, not all are noted above

Make sure to check our website for additional important reminders



MANDATORY

Webinar Schedule - 2023

May 11, 2023

August 10, 2023

November 9, 2023

All at 2:00-3:00 pm EST

****LINKS to register are on the Trustmont website***



Compliance Reminders

Secure



Email

BAE SYSTEMS

Type **Secure:** FIRST in the Subject line

Send	From ▾	mjh@trustmontgroup.com
	To...	ach@trustmontgroup.com;
	Cc...	
	Subject:	Secure: Client info

erado

Type **Secureit** anywhere in the body of the message

 <i>200 Brush Run Road Greensburg, PA 15601 www.trustmontgroup.com 724-468-5665</i>
Secureit
<small>This communication may contain privileged and/or confidential information. If you received this communication in error, please contact the sender immediately. The information contained in this e-mail is not warranted as to completeness.</small>

SECURE portal needs to be set up by you, it **CAN NOT be initiated by the customer*

Thinking about supporting a candidate's campaign? Just want to donate to your affiliated party?

Don't forget to submit your political contributions log or contribution requests if \$250 or more ?



*This form is required **only if you made contributions during the quarter**

*It should be emailed to

compliance@trustmontgroup.com or faxed to 724-468-5675 quarterly or as contributions are made throughout the year

***Reminder all political contributions of \$250 or more per individual per election must be pre-approved by the compliance department prior to making the donation.**



Political Contributions



New CE Rules for Registered Reps

What you need to know?!?!

- *Continuing education requirements changed effective January 2023 from once every 3 years to **EVERY YEAR**
- ***Trustmont has listed the company wide due date of 10/31/2023**
- *you should have received an email from FINRA, at the *email you used when setting up your FINPRO account* at the beginning of the year
- *If you **CAN NOT** remember your log-in information, contact the FINRA Gateway Call Center 240-386-4040 to get your log-in reset
- *it will be up to **YOU** to complete on your own or risk becoming CE inactive



**DO NOT
WAIT UNTIL
LAST
MINUTE!**

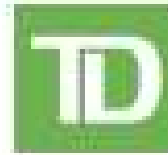


FROM THE DESK
of

Tony Hladek

- TD Ameritrade/Schwab info and updates
- ...

Your Elite East 1 service team



Ameritrade Institutional



Justin Reed

Phone Number (866) 263-7483

Email address Justin.Reed@Schwab.com



For your clients

Phone: 800-431-3500

Your clients can access the following services by pressing the number indicated below on their keypad. Please note the individual hours of operation.

- **Press (1) for account information**
Monday–Friday
8:30 a.m.–8 p.m. ET
- **Press (2) for log-in assistance**
Monday–Friday
8:30 a.m.–8 p.m. ET
- **Press (3) for the mailing address and fax number**
Monday–Friday
8:30 a.m.–8 p.m. ET
- **Press (4) for Technology Services**
Monday–Friday
7 a.m.–8 p.m. ET
- **Press (5) for Trading**
Monday–Friday
7 a.m.–8 p.m. ET



Phone

Access the following departments by pressing the number indicated below on your keypad. Please note the individual hours of operation for each department.

- **Press (1) for Trading**
Monday–Friday 7:30 a.m.–8 p.m. ET
- **Press (2) for your dedicated service contact**
Monday–Friday 8:30 a.m.–5 p.m. ET
- **Press (3) for Technology Services**
Monday–Friday 7 a.m.–8 p.m. ET



Processing Cutoff times (ET)*

New accounts

Applications—4 p.m.
Maintenance—4 p.m.
Check-writing forms**—4 p.m.

Incoming transfers

ACATS, mutual funds,
non-ACATS and rollovers**
—1 p.m.

Cash management

Check requests—3 p.m.
Internal transfers/LOAs—1 p.m.
IRA distributions—1 p.m.
Wire requests—1 p.m.
Move money forms**—1 p.m.

Online resources

Veo One

veoone.tdainstitutional.com

Conveniently and securely submit sensitive client information, including forms and documents, to your service team through the secure Message Center on Veo One.

Institutional Information Hub

welcomeadvisors.schwab.com

Public site

tdainstitutional.com

Physical mail

Standard U.S. mail

TD Ameritrade Institutional
P.O. Box 650567
Dallas, TX 75265-0567

Overnight mail

TD Ameritrade Institutional
7801 Mesquite Bend Drive, Ste 112
Irving, TX 75063-6043



2nd Quarter 2023



Dates of interest:

- *Starting **May 19, 2023** , a signed positive consent letter will be required to open a new end-client account on the TDA platform.
- *Paperwork that was sent out prior to May 19 and are still outstanding, will require a Consent to Transfer your Account to Schwab letter to open an account. Advisors may download a standalone Consent to Transfer your Account to Schwab letter for their clients to sign to complete the package.
- *If you are using your own version of DocuSign (not the free version supplied by TDA), you will need to update your form templates to include the Consent to Transfer your Account to Schwab letter. If you have not received the Zip file to update the templates, you can send a request to sacdocusignproductteam@schwab.com.
- *At the **end of June 2023** (approximately 2 months before conversion), TD will send an Account Transition Notice (also known as the Negative Consent Letter) to your existing clients. This letter provides details about the transition, including timing, what to expect, how to opt out of transferring to Schwab, disclosures, and information about what your clients' Schwab cash sweep feature will be once their account transitions. **Your existing clients do not need to take any action regarding the negative consent, but you will need to take action for new accounts.** The [letter](#) is a draft as it does not include the cash rates. The final version that will be sent to your clients will include cash rates as of April 30, 2023.
- ***The last day we can open a TDA account and accept the Consent to Transfer your Account to Schwab letter is on August 18, 2023** . After August 18, advisors will need to open new accounts on the Schwab platform.
- *TD will send another transition-related communication to all your clients in early August , about one month before transition weekend. This communication will include a Key Information packet that will provide your clients with their new account number, important details about the transition, and prompt them to create a Schwab Alliance login ID and password, which they will need to access their account information after the transition. We will send you an email, with a sample of this mailing, approximately two weeks before we send it to your clients.

A few things to note:

- *Once principally approved by Trustmont, standard new business (Ira's, Indiv, Joint, etc) accounts will still be submitted via the "Document Only" tab on the TD Message Center (if you submit business that way currently). More complex new business cases (Business applications, 3rd party money manager (Envestnet, UMAX) applications, Retirement Trust applications) should be emailed directly to Justin. He will follow the flow of those to make sure there are no NIGO's and are processed efficiently.
- *Standard service paperwork (move money's, change of beneficiaries, etc) can still be submitted through the "Document Only" tab on the TD Message Center.
- *Emails between Justin & the Elite East 1 team are secured via TLS connection, what this means is that you can securely email back and forth with TD Ameritrade WITHOUT using your "secure email" feature. You do not need to put "secure:" in the subject or "secureit" in the email body. **This email feature is only available for communications between the Trustmont Advisors (no matter what your domain name is) and TD Ameritrade/Schwab.** ALL other emails must continue to follow the Trustmont procedures regarding sending secure emails.
- *If you are unable to reach Justin and need immediate assistance, press 0 once you get his voicemail, the system will take you to the first available colleague to help you out.

As always, please reference the transition planning guide found at www.welcomeadvisors.schwab.com for detailed info.



2nd Quarter 2023

Action required to open new accounts at TD Ameritrade Institutional

For New Accounts: Action Needed Beginning *May 19*

For any new accounts you open at TDAI from May 19 through August 18 (between August 18 and Labor Day, no new accounts can be opened at TDAI), you will need to get a signed Consent to Transfer letter from your client. This includes any TD Ameritrade Retail investors who decide to have you manage their account and therefore get moved from Retail to Institutional.

Any time after May 19, a signed Consent to Transfer letter will need to be submitted along with the new account paperwork, even for accounts that are already in progress. If the signed Consent to Transfer letter is not submitted along with the signed account application, the account will be considered "not in good order."

All new account applications have been appended to include the Consent to Transfer letter, so you do not need to attach it separately. After May 19, please discontinue using any prior versions of the new account application that you may have saved locally.

Updated account applications with the Consent to Transfer letter will be available by May 10 in the following places:

- Account Wizard, DocuSign, the Hub, and the Forms Library on Veo One, under Account Management > Download Forms.
- If you have your own version of DocuSign, you will need to update your template and upload the form to your version of DocuSign.

You can find more information about both the Account Transition and Consent to Transfer process in the Transition Planning Guide on the Hub and at our upcoming virtual events.



2nd Quarter 2023



FROM THE DESK
of

Tony Hladek

- TD Ameritrade/Schwab info and updates
- FA Magazine

The background of the slide is white with a festive theme. It features several strings of colorful triangular bunting flags in shades of red, purple, yellow, green, and blue. Scattered throughout the white space are small, colorful pieces of confetti and streamers in various colors including red, blue, yellow, and purple.

FA FINANCIAL ADVISOR

Trustmont has been ranked #43 in the
Independent Broker-Dealer
2022 Gross Revenue Ranking



2nd Quarter 2023



MaryLynne's Compliance Bulletin

- ✓ Discretionary Authority
- ✓ ...



Discretionary Authority Questions Answered...

FINRA Rule 3241:

“Registered Person Being Named a Customer’s Beneficiary or Holding a Position of Trust for a Customer”

A RR must decline being named a beneficiary of, or receiving a bequest from, any customer’s estate and must decline being named as an executor, trustee, power of attorney, or similar position for or on behalf of a customer unless:

- (A) the customer is immediate family or
- (B) the representative provides written notice to the firm and receives written approval prior to the designation or appointment.

*If a registered person was designated as a beneficiary or served in a trust position for a customer prior to being associated with Trustmont, he/she must submit written notice and receive written approval to continue that status.

*If the registered person held such role prior to the existence of a broker-customer relationship, written notice and approval must still be submitted

*If a registered person declines being named as a beneficiary, receiving a bequest, and/or serving in a trust position for a client, he/she may not instruct or ask the customer to name someone else, such as a spouse, child, or other relative, in the representative’s place.

*A registered person being named as a beneficiary or to a position of trust without knowledge does not violate Rule 3241. However, compliance with the rule is required once the registered person becomes aware of the designation.



2nd Quarter 2023



MaryLynne's Compliance Bulletin

- ✓ Discretionary Authority
- ✓ Marketing & Artificial Intelligence

Marketing using Artificial Intelligence

1. When pre-approval of marketing is required:
 - a. FINRA rules: more than 25 recipients in a 30-day period
 - b. SEC: generally, more than 1
2. Things to avoid when creating content:
 - a. Untrue statements of material fact
 - b. Unsubstantiated words, like “safe” or “guaranteed”
 - c. Exaggerated claims and unsubstantiated hyperbole
 - d. Superlatives, such as best, greatest, excellent
 - e. Images implying investors obtained wealth
 - f. Undue emphasis of the benefits without balanced treatment of potential risks and drawbacks
 - g. Footnotes in less than 8 pt font
 - h. Omission of relevant information that makes the piece misleading or that implies that the representative authored the piece when in fact it was produced by a third party.



The use of Artificial Intelligence to generate marketing content must be disclosed.

ANY
QUESTIONS





Thank you for
Attending!

Have a wonderful rest of your week!