

Weekly Rep Call - Recording

Click [HERE](#) to listen to a recording of this week's rep call.

Call Notes (Click on the [red links](#) to learn more):

Compliance/Administration

Compliance Topics

Advisor Political Contribution Disclosure

- [Political contributions](#) made by an advisor to a local, state, or federal candidate must be disclosed. Instructions are available [HERE](#)

Client Information and Suitability Form Update

- FINRA [pay-to-play rules](#) require broker-dealers to keep certain records relating to clients who are elected officials
- Cambridge has updated the [Client Information and Suitability Form](#)
- The revised Client Information and Suitability Form will be required beginning November 10, 2017

Trade Review/Paperwork

Required fields

- Last week over 60% of our trades did not get immediately approved because a required field on the clients paperwork was missed
- The largest offender was in [Section 3A](#), the political official question, on the client information and suitability form

Upcoming Training

eMoney training

- [eMoney](#) will be hosting a training for members of our OSJ. If you have any interest in learning about eMoney and if it might be a good fit for you, please join us for this web-training
 - Thursday, October 19th | 10:00 AM ET
 - Register [HERE](#)

Practice Management

Value Proposition

- Your value proposition should be in all of your public material so people not only know what you do, but why you do it
- The main pieces to your value proposition are
 - What is it that you do?
 - Who do you serve (Have a narrow focus)?
 - Why do you do what you do?
 - What makes you distinctive (What sets you apart)?

- In each of the above pieces of your value proposition, make sure that they answer the following questions
 - How do your clients benefit from your proposition?
 - How you do what you do?
 - Why is a particular client right for you?
- A value proposition is not one sentence or statement, but rather a comprehensive look at your value from a client's perspective
- Your value proposition is the foundation of your business. It sets you apart and is the base on which you should build your business, brand, and message. It should permeate through everything that you do.
- Cambridge has developed marketing pieces that effectively communicate fee structures to your clients
- Personalize the fee schedule of your choice with your logo, contact information, disclosure, services, and service pricing model for \$199
- Additional information and examples are available below:
 - [Additional Information](#)
 - [Pricing Model Examples](#)
 - [Advisory Services Fee Schedule](#)
 - [Financial Life Planning Fee Schedule](#)
 - [Client Talking Points to Explain Fees](#)

Real Practice Management (RPM) in Scottsdale, AZ

- RPM is a hands-on program designed for Cambridge advisors who are ready to take the next step personally and professionally.
- Additional information on RPM is available [HERE](#)

**Best Regards,
Larry L. Qvistgaard
President
Duncan Advisor Resources**

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a Broker/Dealer, Member FINRA/SIPC. Advisory services offered through Cambridge Investment Research Advisors, Inc., a Registered Investment Advisor.

The information in this email is confidential and is intended solely for the addressee. If you are not the intended addressee and have received this email in error, please reply to the sender to inform them of this fact. For Professional Use Only.