

Weekly Rep Call

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

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

Compliance/Administration

- Outside Business Activities, the sequel:

- OBA needed if serving as POA, trustee, executor
- Q: Should the OBA added prior to execution of the legally documented designation?
 - A: OBA should be added as soon as the designation is made, even when being named as a successor trustee
- Q: Should an OBA be added if serving as POA for family member who is also a client?
 - A: Legal designations should be included in POA even if client is a family member

- Change of Advisor Form:

- Send completed CRB forms directly to your OSJ
- Additional information may be requested
- Additional documentation may be needed

- Using additional documentation to support your transaction:

- Reminders: use a routing slip, mail transaction paperwork to sponsor only after receiving confirmation of OSJ trade key approval
- What additional documentation is needed for:
 - 1035 Exchanges
 - In situations where a surrender penalty will be incurred, Cambridge now requires the math to substantiate the advantage for the client to exchange
 - SWITCHes
 - Explanation should include what in the client's life has changed that they no

- longer need the features of previous product, ensure figures match any supporting client statements, explain what would happen if you did nothing
- L-shares & C-shares
 - Time horizon documented for client must match share class chosen
- Variable Annuity early access features
 - Product companies have started to offer new features such as "early access" features that charge a fee for the reduction or removal of the CDSC
 - Although Cambridge has a list of annuity products that have been approved on the Cambridge platform, not all special features of these annuities are approved for sale
 - Early access features represent a conflict in suitability from Cambridge's perspective, as the client is investing in a long-term product, but paying the additional fees for a short-term product

Practice Management

- Introduction to [Truelytics](#), a leading business intelligence platform designed to measure advisor performance, empower practice management, and benchmark success. This is a complimentary business resource available to all Cambridge advisors

- Enables you to get a look under the hood of your business. After collecting various sets of data about your practice, Truelytics assesses a value based on 40+ key performance indicators. This report can help identify strategies to improve business, client, and revenue stability, the overall sustainability of your practice, and even ties into succession planning and growth
- Q: Is evaluation based on all product sales, or only total assets under management?
 - A: As you continue to answer the questions, they continue to dig deeper about the type of products bringing in revenue. More details will be forthcoming as more time is spent learning Truelytics' capabilities
- Q: Was the program able to provide a useful and actionable output after entering practice details?
 - A: Yes, a report card was generated with grades for multiple categories. Pinpointed areas that need improvement, and identified methods for improving scores in each area
- Join Cambridge at 2 CST on 5/29 for a [webinar](#)

- Focus on key areas of your practice to benchmark with other CIR advisors
- Practice valuation
- Practice Scorecard
- Benchmark Report and access to a team of Consultants to help with goals and implementation

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. Duncan Advisor Resources and Cambridge are not affiliated.

The information contained 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.

Duncan Financial Group
311 Main Street
Irwin, PA 15642