

Weekly Rep Call

5/15/2024



Making It All Work Together

Today's Rep Call

Click the button below to view the recording of today's rep call.

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



Do YOU have a topic you would like discussed on the next call? Let us know! Contact your OSJ, or reply to this E-mail

Upcoming Rep Calls

Rep calls are happening every Wednesday (Except the week of the Annual Branch Meeting) and we are working hard to fill the schedule.

May 22nd - [Ryan Perri Inland Securities](#)

May 29th - [Thayer Gallison Cottonwood](#)

June 5th - [Julie Snyder Spotlight on Success](#)

June 12th - [John Holowko Prudential](#)

CJ's Compliance Corner



Hybrid/Virtual Work From Home Locations

In a significant change, FINRA is requiring firms to identify and register the personal residences of registered persons who work from home pursuant to a hybrid work schedule, as discussed below.

Everyone licensed will have a “primary” or “registered” location separate from these new hybrid/virtual locations. This additional hybrid location would be for those who work from a different location on a predictable basis.

The basic rule of thumb that we’ve been using, and this comes from our CCO, is that if you are scheduled to work from home on an expected basis, then it qualifies as hybrid. Even if only scheduled one day per month. If on the other hand, you work from home occasionally as things may come up, that is not scheduled (e.g. regular and continuous). Once you explain it that way it usually clears up all those grey areas.

When in doubt though, I would lean on the side of safety and register the location.

Regarding the question of a rent-an-office location like Regus or Executive Suites: If that’s the case, we already consider those locations as a “Location of Convenience” and the location would be established as a non-registered location.

[Read more about the Compliance Alert](#)

Please be on the lookout for a brief survey from Cambridge Compliance using Qualtrics Survey Tools. This survey will ask a few questions and should only take a couple of minutes to complete. It is required for all registered individuals to complete this survey promptly regardless of whether they work from home pursuant to a hybrid work schedule or not.

Around the Business Block



John Hancock & Duncan Webinar Recap

Special thanks to John Snider for being our guest on this topic: Planning on the Estate Tax Exemption Sunset.

To watch the video on our site duncanar.com, make sure you are logged in.

[Direct Link](#)

Cambridge Exclusive: Bare Minimum Marketing by Snappy Kraken

Discover how to set up months of promotional campaigns, streamline your workflow, and win new clients. Don't miss out

In the workshop we will share a simple, “stripped-down” marketing approach, including:

- How to set up an entire summer's worth of marketing in 30-60 minutes per month
- A streamlined workflow for using marketing automation tools
- 2 bonus "add-ons" that take minimal effort but can really maximize

your results

Date/Time
May 21st 3pm EST

[Register Today](#)

The Client Engagement Formula That Increased This Advisor's AUM by 900%

During the webinar, Mark Trice will unpack the critical elements of the Client Engagement Formula. You'll gain insights into:

- Team Dynamics and Consistent Branding
- Diverse Communication Strategies
- Proactive Client Management

Date/Time
May 16th 4pm EST

[Register Today](#)

Cambridge Ignite

[Register](#) today to join us at our annual national conference at the beautiful Gaylord Rockies Resort in Aurora, Colorado, August 21-23, 2024.

We can't wait for you to join us and our special OSJ Thursday night dinner.

Business Opportunities



Peachtree

Kyle Freda, CRPC
Managing Director

Email kyle.freda@peachtreepcinvestors.com

We are really thankful for Peachtree's partnership at this year's Branch Meeting.

Kyle will review discussions he had down in Amelia Island, areas Peachtree focuses on beyond the product that was brought up during the panel discussion, and a business solution approved at Cambridge

[**Peachtree Strategic Opp Fund**](#)
[**Strategic Opportunity Fund Fact Sheet**](#)

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