

## Media Alert

Friday, September 14, 2018

**Contact:** Knut A Rostad  
Institute for the Fiduciary Standard  
301-509-6468

*With SEC's Proposed Disclosure Forms Under Scrutiny  
Institute Releases Analysis of Six Investor Roundtables, for Conference Call  
Tuesday September 18 at 2:00 pm ET;  
Final SEC Roundtable to Follow September 20 in Baltimore*

*Deborah Bosley Ph.D. offers alternative disclosure form; Texas Tech financial planning students weigh in on SEC's disclosure forms*

Washington, DC. – The Institute for the Fiduciary Standard, a nationally recognized language expert and three financial planning students will offer commentary on the proposed SEC disclosures on a September 18 conference call. This is the first event of Fiduciary September 2018.

The SEC's Proposed Reg BI and disclosures forms are front and center at the SEC. AARP, CFA and others just released research (see link below) suggesting the disclosures "May add to investor confusion." The SEC's next investor roundtable is in Baltimore this Thursday, September 20.

**SEC Chairman Clayton has set the standard for Reg BI and the forms He's says they should match reasonable investor expectations, maintain choice, address investor confusion, and offer "clear answers."**

**September 18**      2:00 pm – 3:00 pm ET. Via conference call: 857-232-0159; 626004

Proposed SEC Disclosures on Advisers and Brokers: What do a language expert, Main Street investors and next generation financial planners think? Knut Rostad will discuss an analysis of the transcripts SEC investor roundtables and Texas Tech financial planning students, Tyler Clearman, Chase Creighton and Matthew Jaramillo, will offer comments.

Language expert, Deborah Bosley Ph.D., The Plain Language Group, will offer an alternative disclosure form. Dr. Bosley's comments are especially timely as the SEC's next investor roundtable will be held in Baltimore September 20<sup>th</sup>.

See research report here: <https://press.aarp.org/2018-9-12-Independent-Testing-Shows-SECs-Proposed-Customer-Relationship-Summary-Form-May-Add-Investor-Confusion>

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The next Fiduciary September event is Friday, September 21<sup>st</sup>.

Media are welcome to join remotely. Register in advance. Space is limited.

**September 21**      9:15 AM-1:00 PM ET.

SEC Proposal Reg BI; Is it a ‘Suitable’ Best Interest Standard? Texas Tech University, Lubbock Texas. Also, remotely via conference call / webinar. Frankel Fiduciary Prize Award, Program: Join fiduciary advisors, experts, scholars: Patti Houlihan, Bob Veres, Skip Schweiss, Deborah DeMott, Mercer Bullard, and Arthur Laby to discuss fiduciary duties and honor the 2018 Frankel Fiduciary Prize honoree, Harold Evensky. To register in advance and attend, remotely, email: [Melissa.Schnur@ttu.edu](mailto:Melissa.Schnur@ttu.edu)

#### **About the Institute for the Fiduciary Standard**

The Institute for the Fiduciary Standard formed is a non-profit formed in 2011 to provide research, education and advocacy on the vital role of the fiduciary standard for investors and the capital markets. For more information, visit [www.thefiduciaryinstitute.org](http://www.thefiduciaryinstitute.org).

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