

ADVOCACY AT WORK

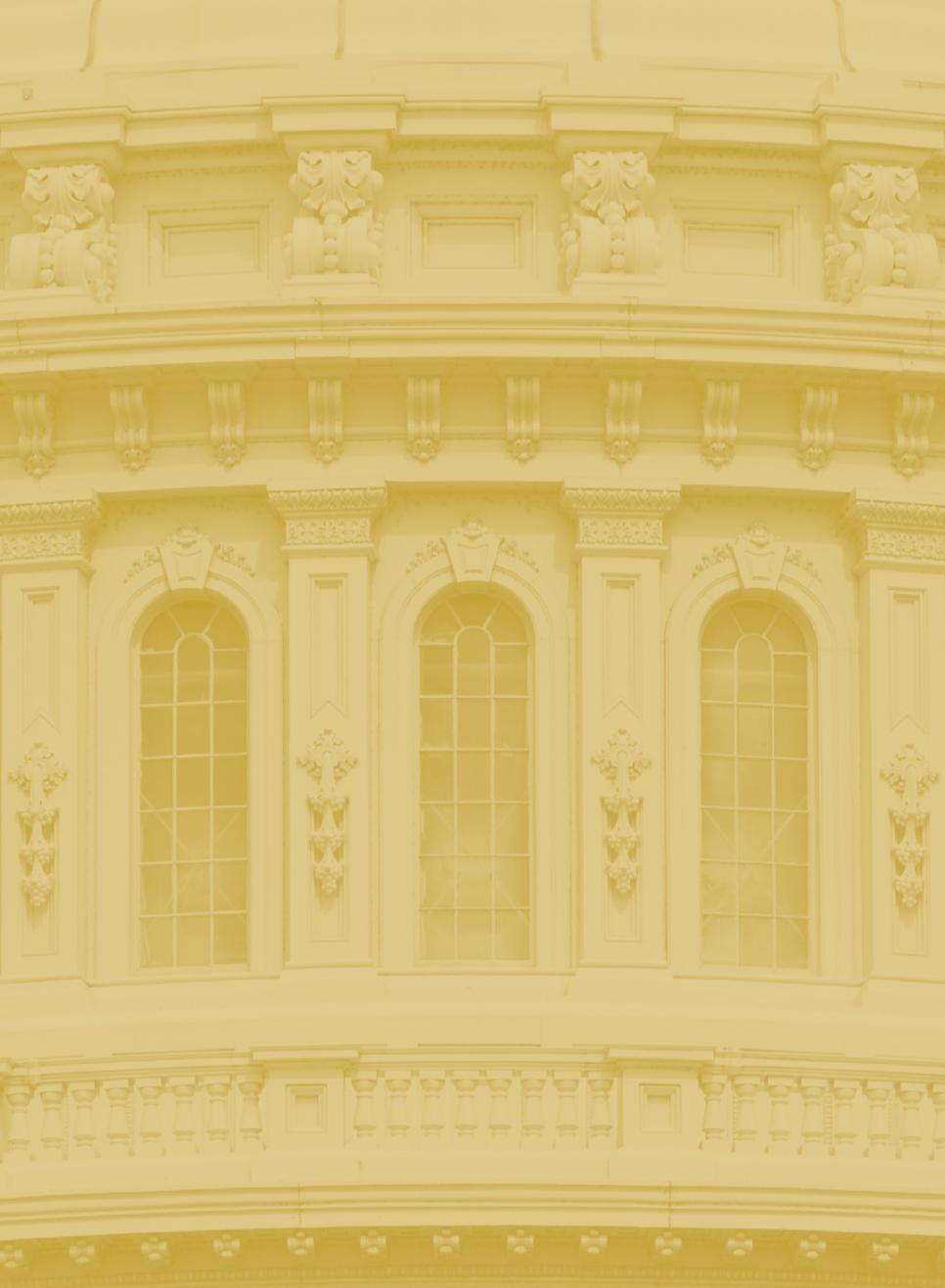


The Financial Services Institute



FINANCIAL  
SERVICES INSTITUTE

VOICE OF INDEPENDENT BROKER-DEALERS  
AND INDEPENDENT FINANCIAL ADVISORS



YOUR VOICE—AT WORK FOR YOU



✦ From policies to positions, issues to influence, action to answers—the Financial Services Institute is advocacy at work.

*Our mission* is to achieve an investor-focused regulatory system, vigorously represent the interests of independent financial advisors, and ensure every opportunity for your clients to plan for and achieve financial goals.

*Our momentum* is built on dialogue, education, a credible political brand, and engagement with regulators, legislators, and other key policymakers.

*Our members* are vital to our success.

FSI. Advocacy at work.

## A UNITED FRONT

At our founding in January 2004, FSI adopted the mantle of “voice of independent broker-dealers and independent financial advisors.” Because advocacy is more effective as a group that presents a united front, we serve as your voice — we **connect, support, protect, and engage**. Our goal is a healthy, profitable, and viable future for independent broker-dealers and independent financial advisors, one that supports middle-class American families and small businesses in reaching their financial goals. You play a critical role in reaching those goals — we play a critical part in maintaining your role.

FSI allocates 84 percent of its revenues to advocacy and member benefits. Your investment results in: strong relationships with members of Congress and key members of important congressional committees... an annual Advocacy Summit in Washington dedicated to educating legislators about the independent financial advisor business model... Web-based advocacy tools that let you communicate directly with influential leaders in Washington... Web conferences on the economy, regulatory proposals, and business “best practices”... outreach to industry and consumer publications on the role of independent financial advisors in securing Americans’ financial goals... white papers and research on independent advisors and their clients.

If you take advantage of just *one* of your member benefits, you’re an example of advocacy at work. FSI is your way to connect, support, protect, and engage. 



## CONNECT

On the Hill.  
Inside FINRA and the SEC.  
Around the country.



FSI is your connection to regulators, legislators, and other key policymakers—in Washington and the states.

Even when the guard changes, and it does so every two years in Congress, our mission doesn't. But when the guard changes in a significant way, it's more important than ever that you have a voice that connects you to a new administration, newly appointed regulators, new members of key congressional committees. Through our lobbying agenda, regular meetings in Washington, testimony, comment letters, and white papers, connections are made, relationships are established, and credibility is built. We're there in person speaking on your behalf—through our annual Advocacy Summit in Washington, you can be, too. Or, you can make a virtual connection to Washington and your state by using the advocacy action tools on our Web site.

We connect you where it counts.

## SUPPORT

In print. In conference rooms.  
Even in impromptu meetings  
in the hallways of the Capitol.

FSI works for the goals of independent financial advisors—a free market environment for choice of business model; a regulatory structure that protects investors, not institutions; reasonable and effective rules that *support* your relationship with your clients instead of impeding it.

Supporting the independent financial advisor means making sure that those who need to know *know*. About what you do, how you do it, and who it benefits. About how the regulatory structure should be enhanced to benefit your clients. And about the unintended consequences of overreaching regulation to “solve” a problem you didn't create. Education, dialogue, and outreach. Support comes in many different forms, but with one constant goal: you and your clients.





## PROTECT

Yourself,  
your business model,  
your clients.



“Main Street” American clients need independent financial advice and service more than ever. Your success in continuing to serve your clients through ages and life stages, recessions and rebounds, is heavily dependent on you and FSI working together to overcome regulatory hurdles so you can deliver value to your clients.

FSI makes it possible for you to do just that. During any economic environment, but especially a difficult one, you need to be free from unreasonable restrictions on providing affordable financial advice and ongoing service to your clients. And you need fair compensation for doing that. Our successful campaign to protect 12b-1 fees means your clients will continue to turn to you, not to financial magazines or television talking heads. And our education efforts on the “advice crisis” are working toward the goal of encouraging *more* financial advisors to serve middle-class Americans by influencing policymakers to reduce the business risk and cost of compliance for professionals in this industry.

With FSI, you can protect yourself, your business model and, most importantly, your clients. They need you more than ever.

## ENGAGE

We’re part of  
the debate. And that  
means you are, too.

When FSI spots a trend, we get engaged. You don’t have to live in Michigan, Georgia, or Florida—states that proposed taxing financial services—to know how that could affect *you*. You don’t have to walk the halls at FINRA to know that rulebook consolidation could have a significant impact on how you, and your broker-dealer, conduct business. And you don’t have to be a Beltway insider to know that the Treasury or the IRS may once again seek to challenge your status as an independent contractor. You only have to be part of FSI. Because you *are*, you know that you’re part of advocacy at work—defeating state proposals to tax your services, influencing FINRA to withdraw the rule that would have changed the way OSJs operate, and fighting challenges to your status as an independent contractor.

You and FSI are engaged in dialogue, education, and advocacy, with one collective voice. Your membership speaks clearly.





## “WHAT’S IN IT FOR ME?”

Your membership in FSI is an investment in your business, your industry, and your clients. There are dozens of ways to make your investment pay off—what you choose to do is up to you.

Here are some ways to play your part.

### Connect with...

- Other members—attend our annual Advocacy Summit and take the Hill as a team; visit [financialservices.org](http://financialservices.org) and go to “Events”
- Experts and resources in the industry—sign up for one of our monthly Web conferences, often approved for CE credit; visit [financialservices.org](http://financialservices.org) and go to “Events”
- What’s going on inside FSI—read our members-only newsletter, *FSIVoice*; download past issues on our Web site

### Support...

- Our mission—with a contribution to FSI PAC; visit [financialservices.org](http://financialservices.org), go to FSI PAC in the Advocacy Action Center
- Your fellow members—share ideas on how to use the advocacy tools in our Advocacy Action Center on the Web site
- Your elected representatives—when they’re on your side, let them know you appreciate it; visit the Advocacy Action Center for a direct link to your senator or representative

### Protect...

- Your business model—volunteer for your FINRA District Committee; e-mail [membership@financialservices.org](mailto:membership@financialservices.org)
- Your clients—let them know you're working on behalf of your relationship with them by displaying your FSI membership certificate and sharing with them how you're protecting your ability to serve them

### Engage...

- With those who oversee your business—send a comment letter on important regulatory proposals by visiting the “Take Action” section of the Advocacy Action Center at [financialservices.org](http://financialservices.org)
- With fellow FSI members and your elected representatives in Washington—register to attend the annual Advocacy Summit; read about past Advocacy Summits on our Web site
- With advocacy in action—volunteer to serve on the Financial Advisor Council; e-mail [membership@financialservices.org](mailto:membership@financialservices.org)

*Mission, momentum, members.*

*It takes all three for advocacy at work.* 





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*Five years of advocacy* **5**