Presented by the Alliance for Investor Education

FUNDING YOUR FUTURE
The 2017 Investor Boot Camp

DECEMBER 5
The Army and Navy Club, Washington, DC

**Moderator - Robert Stammers**, director of investor engagement, CFA Institute

**Jason Doss**, president, The PIABA Foundation

**Alan Sorcher**, assistant director, Office of Investor Education and Advocacy, U.S. Securities and Exchange Commission

**Linda Sherry**, director, national priorities, Consumer Action

**Anna Ratner**, public policy counsel, CFP Board of Standards
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Office of Investor Education and Advocacy
United States Securities and Exchange Commission
SEC Disclaimer

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Red Flags of Fraud

- **It sounds too good to be true:** Any investment that sounds too good to be true probably is.

  - Incredible Gains!
  - Breakout Stock Pick!
  - Huge Upside, No Risk!

- **Pressure to buy RIGHT NOW:** Don’t be pressured into buying an investment before you have a chance to investigate the “opportunity”

- **Lack of documentation:** Be skeptical of investments without documentation reflecting the promoter’s claims
Unsolicited Offers to Invest

- Investment fraudsters look for victims through social media

- If you receive a “can’t miss” offer from someone you don’t know, your best move may be to pass up the “opportunity”
Pump-and-Dumps

- Involve the hyping (“pump”) of a company’s stock through false or misleading statements.
- Typically involve “penny-stock” or “microcap” companies.
- Pitch to buy stock quickly.
- Once fraudsters “dump” their shares at the pumped-up price, the price falls and investors lose their money.
Affinity Fraud

- Affinity frauds target members of identifiable groups
- Fraudsters often are members of the group or pretend to be
- Always “Ask and Check” even if you know the person making the investment offer
- Remember: the person telling you about the investment might have been scammed
Questions to Ask

1. Is the seller licensed?
2. Is the investment registered?
3. Do you understand the investment and its risks?
4. Are there any red flags of fraud?
Check the Investment Professional

- Check whether the broker or investment adviser is registered
- Check their background:
  - Any disciplinary actions
  - A history of customer complaints
  - Previous employment
Investor.gov
Welcome to the Investment Adviser Public Disclosure website

For a complete compilation of Investment Adviser Firms currently registered with the SEC and states securities regulators, download the Investment Adviser Data.

You can search for an Investment Adviser firm on this website and view the registration or reporting form ("Form ADV") that the adviser filed. This website will also search FINRA’s BrokerCheck system and indicate whether an entity is a brokerage firm. Investment advisers file Form ADV to register with the SEC and/or the states. Some advisers that do not have to register with the SEC or the states ("Exempt Reporting Advisers") must nonetheless complete some of the questions in Form ADV for purposes of reporting to the SEC and/or the states. Form ADV contains information about an investment advisory firm’s business practices and conflicts of interest.
Check the Investment Product

- Find out whether the company is registered with the SEC – this provides access to important information about the company
- Investors can check EDGAR, the SEC’s online database of corporate filings
- Scams often involve unregistered companies
Let’s Stay in Touch…

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Why Choose a Certified Financial Planner™ Professional?

Most people think all financial planners are “certified,” but this isn’t true. Just about anyone can use the title “financial planner.” Only those who have fulfilled CFP Board’s rigorous requirements can call themselves a CFP® professional.

CFP® professionals are held to strict ethical standards to ensure financial planning recommendations are in your best interest. What’s more, a CFP® professional must acquire several years of experience related to delivering financial planning services to clients and pass the comprehensive CFP® Certification Exam before they can call themselves a CFP® professional.

Financial planning is a dynamic process. Your financial goals may evolve over the years due to shifts in your lifestyle or circumstances such as an inheritance, career change, marriage, house purchase or a growing family. As you begin to consider how best to manage your financial future, you should feel confident knowing that with a CFP® professional, you’re working with someone committed to providing the highest standard of financial planning.
WHY THE CFP® MARK MATTERS

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WHY CHOOSE A CFP® PROFESSIONAL

Most people think all financial planners are “certified”, but this isn’t true. Anyone can use the title “financial planner”. Only those who have fulfilled the certification and renewal requirements of CFP Board can display the CFP® certification trademarks which represent a high level of competency, ethics and professionalism. And because they are held to a fiduciary standard of care when providing financial planning services, a CFP® professional is required to act in your best interest.

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When it comes to ethics and professional responsibility, CFP® professionals are held to the highest of standards. They are obliged to uphold the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence as outlined in CFP Board’s Code of Ethics. The Rules of Conduct require CFP® professionals to put your interests ahead of their own at all times and to provide their financial planning services as a “fiduciary”—acting in the best interest of their financial planning clients. CFP® professionals are subject to CFP Board sanctions if they violate these standards.
FINDING A CFP® PRO

Useful Tools:

- http://www.letsmakeaplan.org/choose-a-cfp-professional/find-a-cfp-professional
- https://www.cfp.net/news-events/newsletters/let's-make-a-plan
- https://www.cfp.net/utility/verify-an-individual-s-cfp-certification-and-background
THANK YOU
Panel 3:  

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