Enhanced U4 Experience Industry Webinar

February 2020
Agenda

- Introduction
- Filing Experience vs. the Form
- Thematic Changes
- Demo
- Rollout Milestones
- Key Launch Details
- What’s Next?
- Resources
Why Enhance the Filing Experience?

Benefits:

- Reduce overall industry costs due to incorrect data entry that requires intervention/correction
- Reduce the learning curve and friction currently experienced by individuals completing forms
- Modernize overall experience for users by providing flexible ways to submit the data
  - Quick Edits
  - Bulk Updates
- Increase accuracy of information available to the public (BrokerCheck, IAPD)
- Improve reliability and consistency of information collected and provided to regulatory agencies (FINRA, states)

We aspire to create an experience that transforms how we gather data which is both better for users and consistent with regulatory and legal requirements.
Is Form U4 Changing?

- **Enhanced Filing Experience**
  - All about the user experience around submitting data to FINRA
  - No changes to the information provided/collected
  - Data collected determined by the current forms

- **Uniform Forms Revision**
  - This will incorporate updates to the information we gather on the uniform registration forms (e.g., U4, U5, BD, and BDW).
  - Changes are made through formal processes in coordination with internal and external stakeholders.
  - Any information changes as a result of forms revisions will be incorporated into the enhanced data collection process.
How is the U4 Filing Experience Changing?

- **Simpler flow for users initiating a U4 filing**
- **Groups similar information together**
  - Personal Information (General Information, Residential, etc.)
  - Branch/Fingerprint/Registration
- **Enhanced Validation, Completeness Checks and Data Entry**
  - Guided conditional logic so users only respond to questions that are relevant
  - Type ahead functionality and lookups for information already available
  - Integrated U4 interpretive guidance & definitions for form terms.
Rollout Milestones

- **Feb 2020**: U4 Industry Webinars
- **March 2020**: Firm Testing Begins
- **April 2020**: Standalone U4 filing experience
- **May 2020**: U4 filing experience integrated with new FINRA Gateway
- **June 2020**: Full feature set
- **July 2020**: Onboard interested firms to the new U4 experience (Without ability to submit)

**Classic CRD**
- Classic CRD U4 Data Entry Experience (for BDs and IAs)
- Classic CRD Registered Rep U4 site

**New U4**
- We plan to hold monthly webinars going forward
- Firm Testing Continues
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- Production Preview
- U4 Filing Experience Launch
- All BD & IA firms will use the new filing experience for U4
- Reps will use FinPro to collaborate on the U4
Production Rollout – July 2020

- Firm users will be required to leverage the new functionality to submit U4 filings
  - The existing CRD screens for U4 will be removed
- The Registered Representative Site will be retired (https://filing.crd.finra.org/crdmain)
  - Reps will need to access FinPro (finra.org/registration-exams-ce/finpro)
- Filing experience for U5/BR and the other forms will remain unchanged
- Web EFT subscribers are not impacted (i.e., schemas for U4 batch filings will not be changing)
What’s Next After the U4?

For the second half of 2020, we are planning on adding the following new capabilities:

- Expand the new filing experience to other registration forms (e.g., U5, U6)
- Introduce API submissions in lieu of XML batch filings, starting with the individual related forms (e.g., U4 and U5)
- Introduce in-line amendments

  - This functionality will enable users to make one or many (i.e., bulk updates) changes to data elements, such as personal and employment address, as well as move reps between branches
Resources

- Be in the Know: finra.org/registration-exams-ce/new-crd/be-know
- Digital Experience Transformation (DXT): finra.org/filing-reporting/dxt
- Subscribe to Registration and Licensing Subscription List: tools.finra.org/email_subscriptions
- Register for upcoming webinars
- Email questions to webcrd@finra.org