



2020 ARM Virtual Educational Conference

FINRA Qualification Exams Update

September 29, 2020

COVID-19 Pandemic and Exam Administration

- March 16, 2020: Prometric closed all testing centers across the United States due to pandemic
- March 16 – April 30, 2020: No qualification exams were administered in US testing centers
- May 1, 2020: Prometric began to reopen a limited number of testing centers with reduced (50%) capacity for essential services.
- June 1, 2020: Prometric increased to full capacity at some test centers in accordance with local guidelines.
- August 2020: 270 Prometric testing centers reopened, with 211 at full occupancy

FINRA Actions – Enrollment Window Extensions

- To help address ongoing challenges for candidates, FINRA has extended exam enrollment windows five times for test candidates whose windows were to close on or after March 16, 2020:
 - May 31, 2020
 - June 30, 2020
 - August 31, 2020
 - September 30, 2020
 - October 16, 2020 for SIE, Series 6 and Series 7
 - November 16, 2020 for all other FINRA exams
- No additional extensions contemplated for SIE, Series 6 and 7
- For other exams, FINRA will assess the situation and consider whether any additional extension of exam windows is necessary

FINRA Actions - Online Testing

- FINRA and NASAA began to pilot the delivery of qualification exams online on April 21, 2020
- Exams available both online and in test centers: SIE, Series 6, Series 7, Series 63, Series 65 and Series 66
- The pilot initially involved four FINRA members and eventually expanded to 20 members
- On July 13 – FINRA and NASAA announced the general availability to schedule online test appointments to all candidates and members
- As of September 24, FINRA has successfully delivered more than 10,000 online exams
- FINRA is considering making other qualification exams available online in limited situations

Principal Elevation and Operations Professionals

- SR-FINRA-2020-026: FINRA adopted temporary Supplemental Material .12 under Rule 1210 providing that individuals who were designated to function as principals prior to September 3, 2020, will be given until December 31, 2020, to pass the appropriate examination(s).
- SR-FINRA-2020-026: FINRA adopted temporary Supplemental Material .07 under FINRA Rule 1220 providing that individuals who were designated to function as an Operations Professional prior to September 3, 2020, will be given until December 31, 2020, to pass the appropriate examination.
- Firms must document **their** reliance on any temporary relief provided by FINRA from obligations in rules or requirements during the COVID-19 pandemic.

Continuing Education Update

Regulatory Element CE - Technology Changes

- **Transitioning to a new CE delivery system**
 - Does not require Adobe Flash
 - Allows for diverse learning formats
- **Accessing Regulatory Element CE through FinPro**
 - Soft launch of S201 – June 15
 - Soft launch of S101 – October 5
 - Full transition of S101 and S201 – November 9

CE Council Enhancement Recommendations

- CE Council published a group of recommended CE program enhancements on September 12, 2019.
- SROs published Regulatory/Information notices in support of CE Council's recommendations
 - FINRA Regulatory Notice 20-05 on February 18, 2020
 - Cboe Regulatory Circular 20-009 on February 21, 2020
 - NYSE Information Notice 20-01 on February 29, 2020
- Comment period extended to June 30, 2020
 - 26 comment letters received

CE Council Enhancement Recommendations

Proposed CE changes include:

- Enhancements to the Regulatory Element program
- Enhancements to the Firm Element program
- Creation of a Maintaining Qualifications program that would enable previously-registered individuals to maintain qualification through continuing education

Regulatory Element Recommendations

Regulatory Element Enhancement Recommendations:

- Complete annually by the end of each calendar year
- Diverse instructional formats
- Publication of topics in advance
- Systems enhancements

Regulatory Element Recommendations

Comment Letter Highlights

- **General support for:**
 - Timely coverage of regulatory developments, new products and emerging risks to reduce knowledge gaps and increase uniformity of training
 - Capitalizing on advances in technology and learning theory
- **Concerns raised:**
 - Those with multiple registrations may be subject to more training
 - Administrative, operational and cost burdens related tracking registered persons and the January 1-15 grace period

Firm Element Recommendations

- Recognize other training requirements for purposes of satisfying
- Extending Firm Element CE to all registered persons to align with other broadly-based training requirements such as the ACM and AML training
- Improve guidance and resources available to firms to develop effective Firm Element training programs
- Develop a content catalog that firms may optionally use for selecting or supplementing Firm Element content
 - Content developed by FINRA, SROs participating in the CE program and third-party training providers

Firm Element Recommendations

Comment Letter Highlights

- **General support for:**
 - Recognition of other training requirements
 - Additional guidance and resources
 - Creation of a centralized content catalog for optional use
- **Concerns raised:**
 - Expanding Firm Element to all registered persons could increase regulatory burden for large firms

Proposed Qualifications Maintenance Program

- Consider rule changes enabling previously-registered individuals to maintain qualification through continuing education
- Eligibility criteria
- Participation period

Proposed Qualifications Maintenance Program

Comment Letter Highlights

- **General support for:**
 - Elimination of barriers to re-entry to promote diversity in the securities industry and align with other industries
- **Concerns raised:**
 - Proposed participation time

Next Steps

- **FINRA will work with partner SROs (e.g., Cboe, NYSE, MSRB) in**
 - Seeking additional industry input on various components (e.g., reporting, notification, CE content catalog)
 - Further exploring comment letter suggestions
 - Rule filing with the SEC



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2020 ARM Virtual Educational Conference

FINRA Operations and Best Practices

September 29, 2020

- | **New Customer Services Tools**
- | **Recent Initiatives/Best Practices**
- | **Training Opportunities**
- | **Public Records Review - Update**
- | **Enhanced Public Record Review**
- | **Upcoming RR&D RST Changes and Impact to Industry**

New Customer Service Tools

New Customer Service Tools

- Modernizing our customer service tools
 - More outward facing points of communication
 - Improved and increased system notifications
 - Additional ways to interact with FINRA staff
 - Make more information available publicly
 - Direct communication channels to subject experts

Self-Service Online Tickets

Workspace: Default

Search

Type: Individual Search Criteria: Search by Name or CRD#

Quick Links

FIRM GATEWAY

- [Firm Gateway](#)
- [Advertising- Ad Reg](#)
- [RegT Extension](#)
- [See More Forms...](#)

[Information Requests](#)

[eFocus](#)

[Report Center](#)

[4530 Reporting](#)

[FINRA New Issue](#)

[Short Interest Reporting](#)

CLASSIC CRD

- [Classic CRD](#)
- [Pre-Registration Search](#)
- [SIE](#)

- [U4](#)
- [Exam Waiver Form](#)
- [BD Form](#)

- [U5](#)
- [NRF Form](#)
- [OATS](#)

Support

My Tickets (0)

Look up ticket...

Create New Ticket

How can we help?

Available from FINRA Gateway on main landing page.

Self-Service Online Tickets (cont'd)


- Self-Service cases are connected to our CRM product used for customer and case management.
- We are performing significant data clean up and simplification of CRM product.
- Self-Service online tickets improves:
 - Fewer abandoned calls as self-service cases reduce calls in;
 - Reduced average seconds to answer so there is less wait time in call center;
 - Focuses call center resources on calls and not cases in to FINRA.

Self-Service Online Tickets (cont'd)

- We continue to look for ways to modernize our operations support and are implementing a Category drop down in October.
 - Route directly to operations team to triage cases, which frees up call center.
- Provide CRED better operational statistics
 - Types of cases being submitted
 - Where we can improve things
 - Continual feedback from firms
- Quicker resolution of cases as operations team can address more specific registration and disclosure questions.

Screen Share Support

- [Sharemyscreen.finra.org](https://sharemyscreen.finra.org) is available for external parties to get support from FINRA operational staff.

 **FINRA**
SCREEN SHARE PORTAL

Important Announcement:

By entering a Session ID below, you are authorizing FINRA to directly view your computer screen. Anything displayed on your screen during this session will be viewable by the FINRA Representative assisting you until your session is terminated.

Completed sessions are maintained for 30 days, are subject to review by FINRA management for training and regulatory purposes, and are subject to production to third parties if required by law or regulation.

After entering the Session Key, you will be presented with Bomgar's Full Terms and Conditions, which you must accept to use this application and permit screen sharing. If you do not agree with Bomgar's Terms and Conditions, close the window and discontinue use of the screen sharing session.

Session Key

Hours of Operation

We are available to assist you Monday through Friday 8AM-8PM EST

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REGULATORY AUTHORITY, INC.

BeyondTrust Remote Support

Screen Share Support (cont'd)

- Users will need to download an executable file.

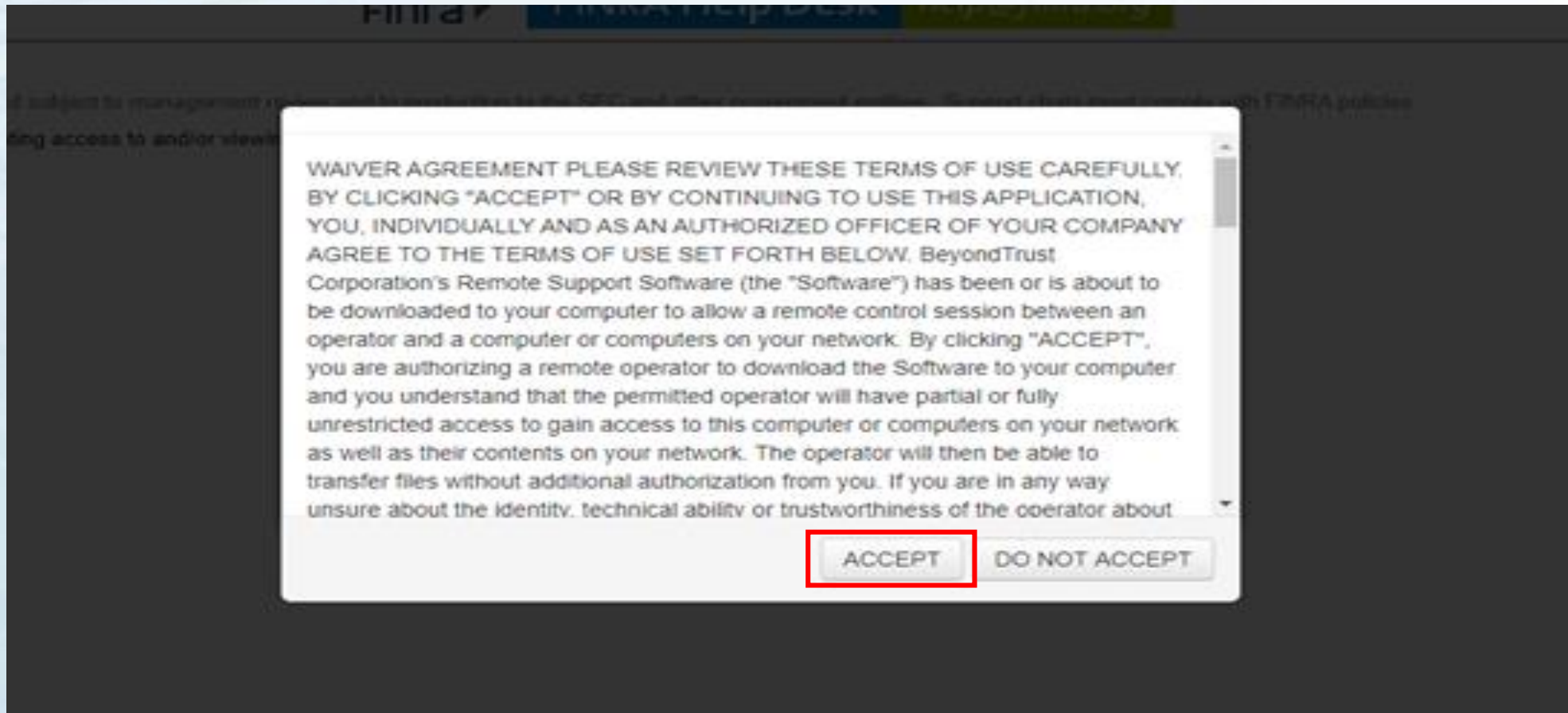
You are about to start a support session with Daniel.

1. **Click Keep** in the lower left corner of this window if you are prompted to Keep or Discard. If not, skip this step.
2. **Click** on the file you downloaded in the lower left corner of this window. If you don't see a downloaded file, [click here](#).
3. **Click Run** if you are asked if you want to run this software.

You may close this window at any time after your session has started.

Screen Share Support (cont'd)

- User's must accept Terms and Conditions to enable access by FINRA staff.



Accounting System Upgrade

Accounting System Upgrade

- FINRA is transitioning to a new accounting system starting on October 1.
- As a result of this transition, the following will occur:
 - E-Bill will be unavailable 10/1 through 10/8;
 - No accounting transactions will post to the Flex-Funding account from 10/1 through 10/8 (includes charges and deposits);
 - On 10/9, E-Bill and Web EFT reports will display all transaction data from outage.
 - All historical data that displays in E-Bill will remain available after the upgrade.
- Due to the volume of transactions, Web EFT reports and E-Bill may come up later than normal on 10/9.

Form CRS

Form CRS

- On June 5, 2019, the SEC adopted Regulation Best Interest (Reg BI) under the Securities Exchange Act of 1934
- Firms were required to comply with Reg BI and Form CRS by June 30, 2020

- Broker-Dealer firms will use a standalone Form CRS upload portal in Web CRD
- Users must have Form BD entitlement in order to upload Form CRS
- Firms are allowed to have one current Form CRS at a time
- BD-only Form CRS uploads will display on BrokerCheck

- SEC-registered Investment Advisers and dually registered BD/IA firms, will submit Form CRS through the IARD system
- Users with entitlement to submit Form ADV will upload Form CRS as Part 3 of Form ADV
- Firms are allowed to have one current Form CRS at a time
- IA-only and dual BD/IA Form CRS uploads will display on IAPD

BD Standalone Upload

- Links on the Web CRD site map will direct entitled users to the standalone upload portal for BD-only firms.
 - Investment Adviser and joint firms that click the standalone link in Web CRD will be redirected to IARD to submit Form CRS as Part 3 of Form ADV.


CRD Main Forms Individual Organization Reports CRD is being transformed. Learn more		
Site Map User Info Relationship Summary		
CRDMain	Forms	Individual
User Info Blank Forms FAQ Release Notes SRO/Jurisdiction Fee and Setting Schedule Recommended Browsers Certified EFS Vendors Send Comments	Form U4 Create New U4 Filing Initial Amendment Concurrence Page 2 Amendment for Schedule A/B Page 2 Initial for Schedule A/B Dual Relicense All Relicense CRD	View Individual Individual Search (New CRD) Individual Search Disclosure Only Individual Search Non-Filing Info NFI Individual Search SIE Enrollments/Results Firm Queues View Activities (New CRD) Continuing Education
Form CRS Upload Form CRS (Relationship Summary)		

BD Standalone Upload (continued)

- Users will complete the Upload Relationship Summary card and select the appropriate file for upload.
 - Files must be in PDF format and text-searchable with at least 50 words.

Upload Relationship Summary

Relationship Summary Type *

 Please note, If you are a dual registrant and required to file a Relationship Summary as both a broker-dealer and investment adviser, you should have been automatically routed to IARD. If you were not, please refer to FINRA's CRS filing guide [here](#)

☒ Broker-Dealer (Submit a Relationship Summary as a broker-dealer discussing your brokerage services.)

Affiliate Information *

☐ I am submitting a combined Relationship Summary discussing my firm's services and the services provided by an affiliate . I understand that my affiliate has a separate submission obligation.

☒ Affiliate information is not applicable to my Relationship Summary submission.

Upload PDF *

Drag and drop files here or [browse](#)


Total (0) 0.00 MB

CancelSubmit

BD Standalone Upload (continued)

- Once successfully uploaded, the file will display as the firm's current Form CRS. Clicking the hyperlinked Filing ID will display the uploaded file.
 - If a firm needs to replace their current Form CRS with a new version, the firm would simply upload the new file and the previous Form CRS will be automatically retired.

Protect Personal and Sensitive Information! To ensure that the sensitive personal information you are reporting is not disclosed to the public, you must provide such information only where it is specifically requested. For example, an individual's Social Security Number (SSN) must be reported only in a designated SSN field and not in response to any other question, particularly those questions that allow for a narrative (i.e., free-form text) response. For additional guidance on the reporting of sensitive personal information in the CRD system, please visit: www.finra.org/crd/protectdata

Filing ID	Filing Date	Type(s)	Affiliate Info	Status	Status Date	Action(s)
057e74782107	Feb 6, 2020	Broker-Dealer		Current	Feb 6, 2020	

Upload CRS

Form ADV Part 3

- Investment Adviser and dual BD/IA firms will upload Form CRS as Part 3 of Form ADV.

Create a New ADV Filing

What filing(s) do you want to make? More than one may be selected.

☒ Submit an Amendment

○ Annual Updating Amendment for Fiscal Year ended December,

☒ Other-Than-Annual Amendment

☐ Apply for registration as an investment adviser with one or more States

Note: To switch from filing as a SEC-registered adviser to filing as an Exempt Reporting Adviser, a Form ADV-W must be submitted that withdraws your registration with the SEC before you may file your first report as an Exempt Reporting Adviser.

[Create New Filing](#)

- Item 12 Small Businesses
- Schedule A/C Direct Owners/Executive Officers
- Schedule B/C Indirect Owners
- Schedule D
- Schedule R
- Part 2
- **Part 3** ←
- Execution

Form ADV Part 3 (continued)

- The file selection process will be similar to the standalone portal, with language appropriate for IA and dual firms.

Upload Relationship Summary

Relationship Summary Type *

☐ Investment Adviser (Submit a Relationship Summary as an investment adviser discussing your advisory services.)

☒ Dual Registrant (Submit a Relationship Summary as a Dual Registrant as defined in the Form CRS (Relationship Summary) instructions.)

☒ I am submitting (2) separate Relationship Summaries in a single PDF, one discussing my advisory services and one discussing my brokerage services.

☐ I am submitting (1) combined Relationship Summary in a single PDF, discussing both my advisory and brokerage services.


Affiliate Information *

☐ I am submitting a combined Relationship Summary discussing my firm's services and the services provided by an affiliate . I understand that my affiliate has a separate submission obligation.

☐ Affiliate information is not applicable to my Relationship Summary submission.

Upload PDF *

→

 Drag and drop files here or [browse](#)

Total (0) 0.00 MB

Cancel

Form ADV Part 3 (continued)

- The uploaded file will display in Part 3 of the pending Form ADV and will be officially submitted when the firm passes the completeness check and submits the entire filing.

Protect Personal Information! Remember to only provide personal information about individuals in response to specific questions that solicit that information. When responding to more general questions that accept narrative responses, use terms that do not disclose personal information (including account numbers). Please review the guidance provided on the [Protecting Personal Information in Form ADV Filings](#) page for more information.

CRS	Type(s)	Affiliate Info	Retire	Action(s)
	Dual			

Upload CRS

ADV on-line completeness checks passed successfully.

There are no Accounting Charges for this Filing.

Submit Filing

View Organization

- If you have View Organization entitlement in Classic CRD and/or IARD, you will have a new link in the left navigation menu for “Relationship Summary.”
 - Clicking on the hyperlinked “Filing ID” will display a read-only version of the PDF file uploaded by the firm.

Quick Search

Search

View Organization

- Identifying Information
- Registration/Reporting Status
- Notice Filing Status
- Brochure Status
- Relationship Summary**
- Answers to Questions
- Form of Organization
- Business Information
- Regulatory Assets Under Management

Form CRS (Relationship Summary)

Organization CRD Number: 157273	Primary Business Name: ESL INVESTMENTS, INC.
Organization SEC Number: 801-74266	Full Legal Name: ESL INVESTMENTS, INC.
No BD Record	Electronic Filer

Filing ID	Filing Date	Type(s)	Affiliate Info	Status	Status Date
1383037	Feb 28, 2020	Investment Adviser		Current	Feb 28, 2020

Public Disclosure

- **BrokerCheck and IAPD will display a firm's current Form CRS as part of the firm's public disclosure record.**

Name Reservations

- The SEC has stated that, subject to limited exceptions, it presumes that the use of the terms “adviser” and “advisor” in a name or title of a broker-dealer that is not also registered as an investment adviser to be a violation of the capacity disclosure requirement under Reg BI.
- As a result, the Organization team in RR&D is expecting a spike in name reservations from firms that may need to change their firm’s name to conform to Reg BI.

Multi-factor Authentication (MFA)

- Due to positive experience to date, phased MFA rollout has been accelerated.
 - FINRA is enabling MFA for groups of organizations at a time.
 - Administrative users from these groups are required to enroll upon first login after MFA has been enabled for their organization.
- No significant challenges or issues have been identified.
- Rollout Status
 - Broker-Dealers and joint BD/IA firms is now complete. Rollout to state-registered IAs is currently in-progress. Rollout to state regulators and other organizations is underway.
- Non-administrator users will have the option to use MFA in 2021.



Reminder About Protecting Sensitive Data

- Protecting sensitive data is a mutual responsibility between all users of CRD/IARD.
- FINRA takes protecting sensitive personal data and personal identifying data very seriously.
- Sensitive data includes data covered by state or federal statutes as well as data protected by BrokerCheck and IAPD-I policies.
- CRED has a robust sensitive data identification process that enables us to redact sensitive data from unprotected fields in every type of uniform form filing in CRD/IARD.

SRO Update

- **Members Exchange, LLC (MEMX)**
 - Effective date: May 4, 2020
 - Go-Live in CRD: June 12, 2020
 - Registration Categories: CD, CN, CO, CT, FN, GP, GS, IE, MT, SU, TD, and TP
- **MIAX PEARL, LLC (MIAX PEARL)**
 - Effective September 25, 2020, the Equities platform of MIAX PEARL will be available for registration.
 - The qualifying registration categories for Equities are identical to the Options platform of MIAX PEARL.
 - Current and prospective PEARL members who wish to participate on the Equities platform need to contact PEARL directly, and the regulator will update the firm's SRO Business Type (e.g., Options in CRD)



SRO Update (Continued)

- MIAX PEARL, LLC (MIAX PEARL)
 - The regulator can show the firm's effective MIAX PEARL Equities date under Organization Registration Status

Organization Registration Status		
<div> <div>Organization CRD Number: 0000</div> <div>Organization Name: Sample Firm</div> </div> <div> <div>Organization SEC Number: 0000</div> <div>Applicant Name: Sample Firm</div> </div> <div>View IA Record</div>		
SEC / Jurisdiction / FINRA	Registration Status	Status Effective Date
SEC	Approved -AMENDMENT FILED 3/29/12 CORRECTED STATE AND DATE OF FORMATION - FILING WAS NOT A SUCCESSOR.4/2/12CYC	04/26/1941
FINRA	Approved -	10/16/1939
MO	Approved -	07/18/1983
SEC / SRO / Jurisdiction	Registration Status	Status Effective Date
SEC	Approved -AMENDMENT FILED 3/29/12 CORRECTED STATE AND DATE OF FORMATION - FILING WAS NOT A SUCCESSOR.4/2/12CYC	04/26/1941
CBOE	Terminated -SOLD SEAT	03/11/1986
FINRA	Approved -	10/16/1939
MIAX PEARL	Approved -EQUITIES	12/01/2008
NYSE-ARCA	Terminated -	03/10/1993
NYSE-CHI	Approved -	11/18/1936
NQX	Approved -	07/12/2006
NYSE	Approved -	11/17/1982
AL	Approved -	10/23/1981
AK	Approved -	06/26/1986
AZ	Approved -	02/18/1975
AR	Approved -	05/05/1966
CA	Approved -	01/01/1971
CO	Approved -	02/01/1983
CT	Approved -	12/05/1986
DE	Approved -	05/13/1986



Training Opportunities

Training Opportunities

- **Due to COVID-19, CRED will not be offering in-person training sessions for the remainder of 2020.**
- **FINRA Gateway Webinar Series**
 - Sign up for the [FINRA Email Subscription Service](#) to receive notifications via the Registration and Licensing Subscriber list.
 - Visit the [FINRA Gateway Webinars](#) and register to attend “Live” and get information and best practices about features in the new FINRA Gateway platform, the enhanced U4 experience, and FinPro. The same webinars are also made available “On Demand.”
- **Customized Firm Training**
 - CRED’s training team can work with firms to customize online training sessions to meet their needs. For more information, contact us at WebCRD@finra.org.

Update on Public Records Review

Ongoing Public Records Review work - 2019

- New U4s will prompt an immediate financial public records review
 - Last general annual financial public records review is being concluded
- 
- All RRs (except those with a European residential address) will be included in financial public records review monitoring
 - Annually, RRs with a European residential address will be reviewed for financial public records
 - Criminal PRR records will be reviewed annually for any RR for whom the following apply:
 - CRD does not have a fingerprint result in the last 5 years, and
 - criminal PRR has not been conducted in the last 5 years.

Public Records Review - 2020

- New U4's still continue to prompt real time background reviews
- Ongoing Public Records monitoring is being conducted for all non-European RRs
 - This has resulted in more timely review and disclosure of events
 - Average days late for reporting of PRR events has declined to 24 days from 46 days previously
 - Financial disclosure is getting to BrokerCheck 62% faster
 - Since notification of new PRR event is getting to firms closer to the event date, it is easier for the firm and RR to provide accurate DRP information, reportability rate has increased.
- Annual Criminal Public Records are currently being reviewed; we expect to send letters by the end of November
 - We review Criminal PRR for RRs who haven't been fingerprinted or been through a PRR Criminal review in the last five years. This is year five; 2021 will be the second review for those in the first review – the volume will be considerably larger.

Upcoming RR&D RST Changes and Impact to Industry



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2020 ARM Virtual Educational Conference

FINRA Gateway, FinPro and Registration System Changes

September 30, 2020



Noah Egorin

Senior Director,
Credentialing,
Registration, Education
and Disclosure



Aaron Archer

Principal Business Analyst,
Credentialing,
Registration, Education and
Disclosure



Claudia Holanda

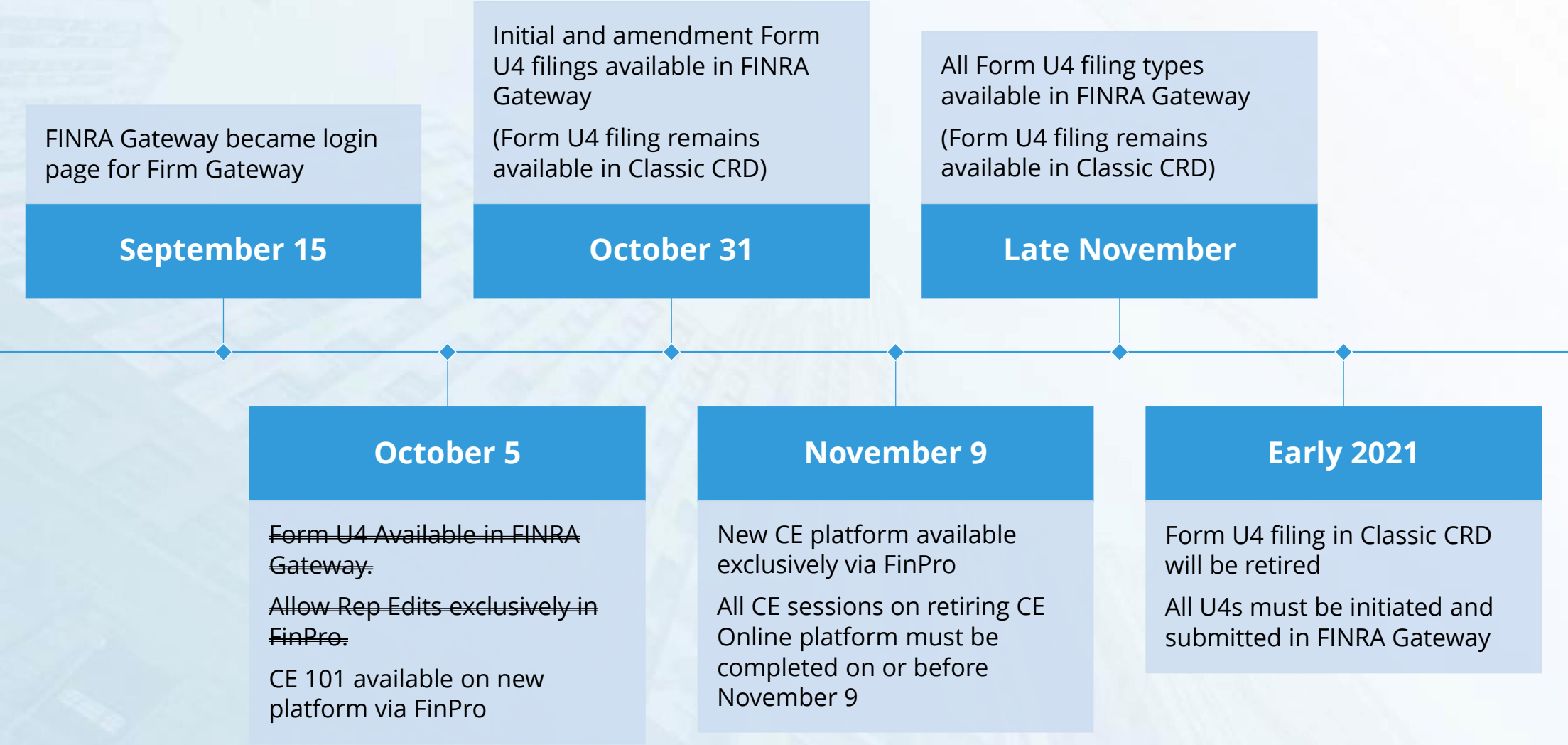
Director,
FINRA Technology



Thomas Weaverling

Director,
Credentialing,
Registration, Education
and Disclosure

| Key Dates & Roadmap



2020 so far	Q4 2020	Q1 2021	Q2 – Q4 2021
New Features <ul style="list-style-type: none"> ✓ Launch of FINRA Gateway to wide audience ✓ Contained first set of basic features needed by CRD users (reporting, entity profiles, task management) ✓ New Reporting Data – Exam, CE, Registration, Branch ✓ Export feature for reports ✓ Member Firm Financial Services System Integration (e-Bill) ✓ New Reporting Data ✓ Shutdown New CRD ✓ Remove direct access to Firm Gateway ✓ Profiles (branch profile, IA view) ✓ Improved forms experience: FOCUS part IIA ✓ Support: Knowledge Base 	Enhancements <ul style="list-style-type: none"> • Dynamic Reporting Improved Usability • Work Management (card view, additional data elements) • Support Categories New Features <ul style="list-style-type: none"> • Smart forms experience: U4 (initial and amendment) and eFOCUS • Recently Viewed Links • New Reporting Data – Firm • FINRA Contacts 	Enhancements <ul style="list-style-type: none"> • Profile-based edits • Manage Notifications • Task List on home page • Video Tutorials • Customizable Dashboard New Features <ul style="list-style-type: none"> • Improved forms experience (U4: all fillings) • Improved forms experience (U5, U6) available to test • Filing History • In-system disclosure collaboration • Customized Quick Links & Favorites • Member Supervision Contacts • Enhanced export framework for reports 	Enhancements <ul style="list-style-type: none"> • Additional Notifications New Features <ul style="list-style-type: none"> • Usage log • Public Offering/Corporate Financing integration • FinPro Integration • Mobile • Global Search • Group collaboration • Support SEC/SRO experiences • Centralized Notification Management • Replace all Classic CRD Firm-facing Reports • Replace all Classic CRD firm queues

Impact of FINRA Finance System Upgrade

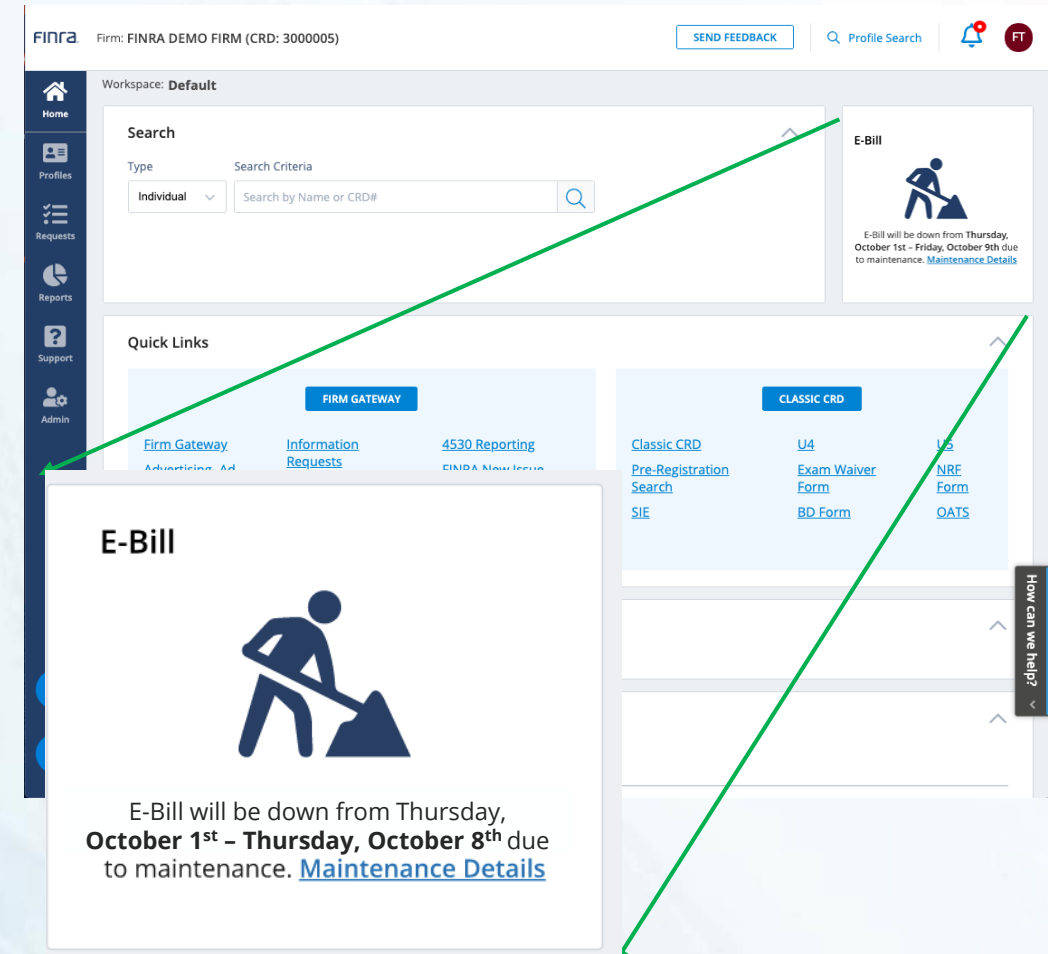
- FINRA's financial systems will be going through a major upgrade.
- The first phase includes an outage from 10/1 through 10/8.

- **Impacts**

- Deposits, credits and debits will not be posted until 10/9.
- The account balance shown on the FINRA Gateway (and Firm Gateway) will not be available.
- Web EFT's Post Accounting report will be empty for each day of the outage.
- This upgrade will modify the Post Accounting report delivery schedule moving forward.

- **Actions To Take**

- Firms should preload their Flex-Funding accounts in a manner sufficient to cover transactions during this outage.
- FINRA will temporarily override firms if their financial balance becomes deficient.
- Contact FINRA if you require assistance.



| FINRA Gateway

Maximizing the Value of FINRA Gateway

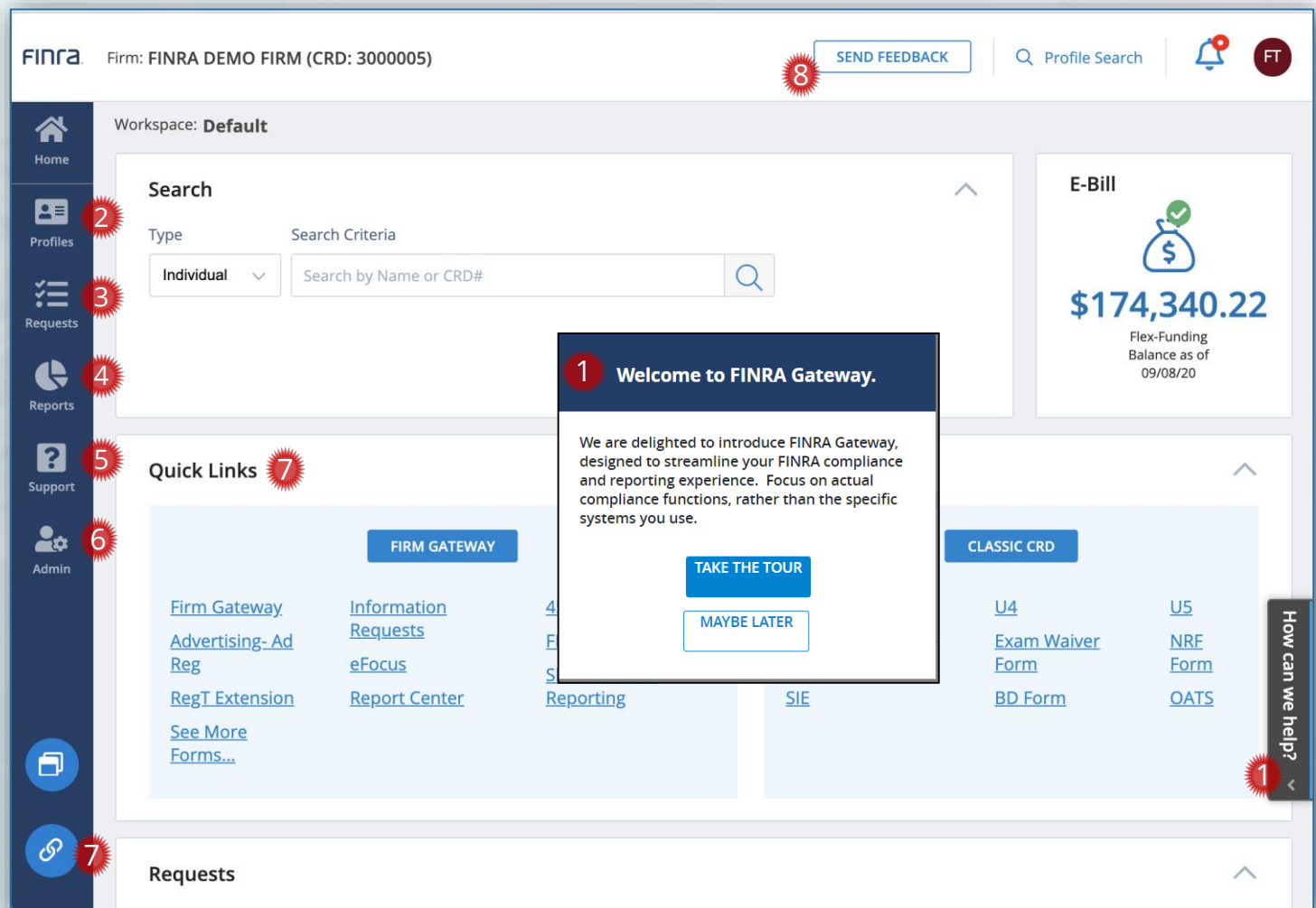


1 Tutorials and Help Menu: Walk-throughs, announcements and searchable help menu includes FINRA.org content

2 Profiles: Faster answers for research on the firm, branches and individuals

3 Requests: Single place to find all online compliance and registration tasks

4 Reports: Flexible reporting tool enables users to “set” their data views and refresh as needed with a single click



5 Support: Submit and track support cases through the system with self-service tickets

6 Settings: Change password, key user information or find SAA

7 Quick Links: One-click access back to classic Firm Gateway and Web CRD features

8 Feedback: Submit and track feedback to let us know how to improve your FINRA Gateway experience

Maximizing the Value – Quick Links & Help

FINRA Firm: FINRA DEMO FIRM (CRD: 3000005) [SEND FEEDBACK](#) [Profile Search](#) [FT](#)

Workspace: **Default**

Search

Type: **Individual** Search Criteria:

E-Bill

\$174,340.22

Flex-Funding Balance as of 09/08/20

Quick Links

FIRM GATEWAY

[Firm Gateway](#) [Information Requests](#) [4530 Reporting](#)

[Advertising-Ad Reg](#) [eFocus](#) [FINRA New Issue](#)

[RegT Extension](#) [Report Center](#) [Short Interest Reporting](#)

[See More Forms...](#)

CLASSIC CRD

[Classic CRD](#) [U4](#) [U5](#)

[Pre-Registration Search](#) [Exam Waiver Form](#) [NRF Form](#)

[SIE](#) [BD Form](#) [OATS](#)

How can we help?

- We're rolling out FINRA Gateway in stages
- FINRA Gateway takes the Firm Gateway "neighborhood" concept further, unifying functionality into a single seamless application
- For a time, functionality not yet available in FINRA Gateway will be available via Quick Links on the home page or left navigation pane
- Tutorials, job aids and more are available to help with the transition

How can we help?

FINRA Gateway General

Reports

Account Administration now available in Gateway!
Super Account Administrators and Account Administrators can now access user account admin functionality in FINRA Gateway. See how.

Understanding My Account
Learn how you can view your account profile information in FINRA Gateway.

Get started with Profiles

Maximizing the Value - Profiles

Compliance and registration users not only need access to information, they need to take action. Each profile provides access to forms and filings.

- Access to firm, branch and individual information in a clean data visualization structure

- Ability to complete forms contextually

- U4
- BR
- BD
- Focus
- More to come

- Data parity with reports

- Roster and information about individuals
- CRD data

The image displays three overlapping screenshots of the FINRA demo interface, illustrating the clean data visualization structure and contextual form completion capabilities.

Top Screenshot: FINRA DEMO FIRM (CRD: 3000005) Active FINRA Member

- Navigation:** Broker Dealer (selected), Investment Advisor
- Firm Identifiers:** Registration Status, SEC Status Approved as of 12/29/1947, BD SEC # 8-201
- Contact Information:** Risk Monitoring Analyst, Main Address
- Actions:** Firm Actions, BD Form, ADV Form

Middle Screenshot: BRANCH Active Branch

- Navigation:** View/Print Branch Profile, Download Profile
- Summary:** Branch Identifiers (Branch Code, Firm Billing Code, Branch Registration Type), Branch Status (Private Residence, Other Business Activity, Financial Industry Activities)
- Actions:** Branch Actions

Bottom Screenshot: Individual Profile BIGAIL LEIGH HOTT Non FinPro User

- Navigation:** View/Print Individual Profile, Download Profile
- Summary:** 19 Registrations, 0 Disclosures, 0 Deficiencies, 4 Valid Exams, 11 Years in 6 Firms
- Rep Identifiers:** DOB 03/03/1932, Alternate Names
- Rep Status:** CE Satisfied 08/05/2019, Other Business No
- Contact Information:** Residential Address, Current Work Information (Firm, Located At, Position(s))
- Actions:** Individual Actions, Update (U4 Amendment), Term Rep (US), Concurrence

Maximizing the Value - Requests

Everything the firm needs to do in one place. Compliance Calendar, requests, blue sheets, draft forms—it's all in Requests!

- Ability to filter on exact items and SAVE the filter to view again later
- Easily access historical filings by clicking on History
- Additional information displayed within the item, including: item number, category, and status
- **Create Filings** button takes users back to Forms and Filing in Firm Gateway
- Easy navigation back to Firm Gateway and classic applications to view additional cabinets

The screenshot displays the FINRA Work Management Requests interface. The top navigation bar includes the FINRA logo, firm name 'FINRA DEMO FIRM (CRD: 3000005)', a 'SEND FEEDBACK' button, a search bar, and user profile icons. The left sidebar contains navigation links: Home, Profiles, Requests, Reports, Support, and Admin. The main content area is titled 'Work Management Requests' and features a 'Filters' panel on the left and a table of requests on the right. The table has columns for 'Created Date', 'Last Update Date', 'Category', 'Due Date', and 'Status'. The requests listed are all 'Trading Activity Fee (TAF) Self-Reporting Form' items, categorized under 'Forms and Filings'. The due dates range from 07/15/20 to 08/15/20, and the status is 'Open'.

Created Date	Last Update Date	Category	Due Date	Status
06/30/20	07/01/20	Forms and Filings	07/15/20	Open
06/30/20	07/01/20	Forms and Filings	07/15/20	Open
07/29/20	07/30/20	Forms and Filings	08/13/20	Open
07/29/20	07/30/20	Forms and Filings	08/13/20	Open
07/31/20	08/01/20	Forms and Filings	08/15/20	Open

Maximizing the Value - Support

FINRA®

- **Designed for firm users**
- **Another avenue** to access the Call Center
- **Create tickets at any time** (weekends/after work hours)
- **Insight** into the ticket status
- **Add additional comments** and answer support questions

"I like the ticket system. ... Just being able to type out specifics instead of talking on phone ... I like having the whole question typed in and a ticket with a number to reference back - instead of my own handwritten notes."

- self-service ticket user

The screenshot displays the FINRA Support portal for a demo firm. The header includes the FINRA logo, firm name (FINRA DEMO FIRM), CRD number (3000005), a 'SEND FEEDBACK' button, a search bar for profiles, and a user profile icon labeled 'KT'. The left sidebar contains navigation links for Home, Profiles, Requests, Reports, and Support. The main content area is titled 'Support' and 'My Tickets (31)'. It features a search bar with the placeholder 'Look up ticket...' and a 'Create New Ticket' button. Below is a table of tickets with columns for Ticket #, Status, Last Updated, Subject, and Created On. A 'Create Ticket' button is visible above the table.

Ticket #	Status	Last Updated	Subject	Created On
CAS-1030826-M1D4X1	In Progress	5/26/2020	test	5/26/2020
	In Progress	5/19/2020	test	5/19/2020
	Closed	5/5/2020	jkdajfka/fdklajkd/fkd jfdkjfdjkdj ...	5/5/2020
CAS-1028601-Z8B4F9	In Progress	5/5/2020	test	5/5/2020
CAS-1027790-Q7Z9V2	In Progress	4/27/2020	feedback	4/27/2020
CAS-1027789-J4J1Q0	In Progress	4/27/2020	test	4/27/2020

Where We're Heading

- **Recently Viewed** ¹
 - Initially accessible from top right
 - Available as customizable home page widget later
- **Request Task List** ²
 - Quickly identify items that require attention/action
- **Customizable widgets on Home page**
 - Show/hide/re-organize

The screenshot displays the FINRA user interface for a user associated with 'ABC FIRM LLC (CRD: 1111111)'. The interface includes a top navigation bar with a 'SEND FEEDBACK' button, a 'Profile Search' input, and a notification bell icon with a red '1' badge. A left sidebar contains navigation links for Home, Profile, Reques, Report, Support, and Settings. The main content area features a yellow alert banner stating 'Firm Gateway is currently unavailable. View Alert'. Below this, the 'Workspace: Default' section contains a 'Profile Search' widget with a search criteria input field and a 'Quick Links' section with links to 'Advertising - Ad Reg', 'eFocus', 'RegT Extension', 'Report Center', 'Shorts', and 'BD Form'. A 'Request Task List' widget shows a list of tasks: 'Overdue' (2), 'Drafts' (2), 'New Items' (5), and 'Others' (2). A 'Recently Viewed' dropdown menu is open on the right, showing a list of recent items with timestamps. The bottom of the page includes a copyright notice for FINRA and links to Privacy, Legal, and social media.

FINRA Firm: ABC FIRM LLC (CRD: 1111111) SEND FEEDBACK Profile Search

Home Profile Reques Report Support Settings

1 Firm Gateway is currently unavailable. View Alert

Workspace: Default

Profile Search

To search by full name or for terminated employees visit: Classic CRD

Type Search Criteria

Individual Placeholder text...

Quick Links

Firm Gateway Classic CRD

Advertising - Ad Reg eFocus RegT Extension Report Center Shorts BD Form

Request Task List All Requests 2

2 Overdue 1

2 Drafts 1

5 New Items 1

2 Others 1

Recently Viewed All Recents

Michael David (CRD 12345) Today | 1:23 PM

Branch (CRD 8834) OSJ Today | 1:03 PM

FOCUS OBS Quarterly (#12456) Yesterday | 11:14 AM

Ronald Dominiques Persephone (CRD...) Tuesday | 9:32 AM

Michael David (CRD 12345) Monday | 1:23 PM

Branch (CRD 8834) OSJ May 6, 2020 | 1:03 PM

FOCUS OBS Quarterly (#12456) March 31, 2020 | 11:14 AM

Michael David (CRD 12345) Feb 28, 2020 | 1:03 PM

Branch (CRD 8834) OSJ Feb 2, 2020 | 1:23 PM

FOCUS OBS Quarterly (#12456) December 12, 2019 | 11:14 AM

30 mins ago

46 mins ago

1 hour ago

12:11pm

9:03am

30 mins

How can we help?

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- **Communication, training and customer support**

- We will keep you posted at www.finra.org/finra-gateway
- In-product tutorials will guide you to new features at logon
- Training webinars are also being offered

- **Get involved!**

- Most of the recent enhancements we have made are related to user feedback, including:
 - Enhancements in Quick Links to ease the transition
 - Improved sizing of the pop-over window
 - Enhanced and easier filtering for Reports
 - Additional information in Profiles

**CHANGE IS
HARD AT FIRST,
MESSY IN THE
MIDDLE AND
GORGEOUS AT
THE END**

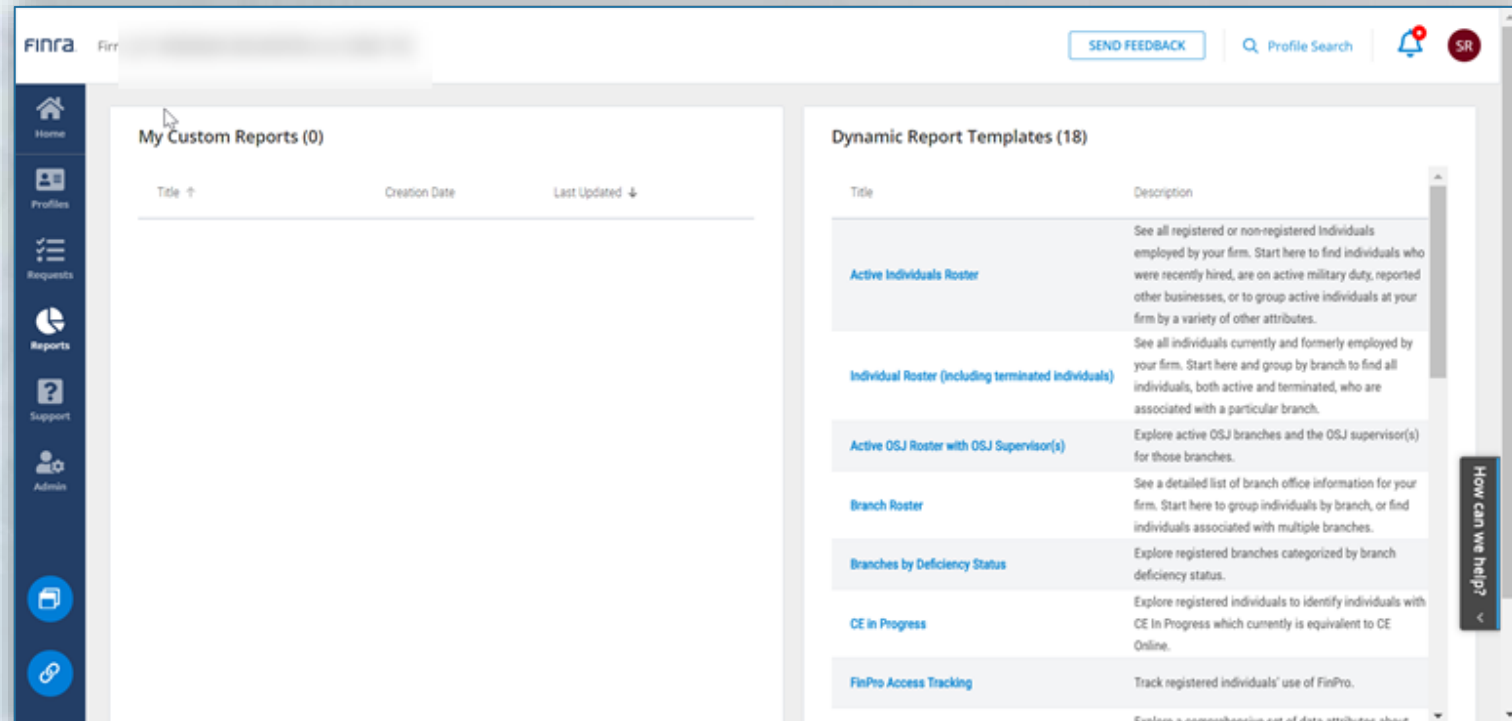
Robin Sharna

| Dynamic Reporting

Maximizing the Value of FINRA Gateway Reports

This is not “reporting” as usual. FINRA is moving toward a self-service model by giving our customers access to their data.

- Near real-time data access
- More freedom to manipulate the data to answer common questions
 - Remove 30-day date range limitation
 - More filters
 - Customizations
- Data parity with Classic CRD
 - Currently available:
 - CRD Data
 - Individual (without PII)
 - Branch
 - Firm
 - Treasury Weekly Aggregates



What we learned by releasing Dynamic Reporting

Goal	Lesson
Near-real time data	Dynamic Reporting data doesn't match Classic CRD data, and our customers are confused by the differences they're finding when comparing the two sets of data.
More freedom to manipulate the data to answer common questions	<p>The amount of data available and the numerous customization options can be overwhelming.</p> <p>Dynamic Reporting can reduce, but may not eliminate, the need for ad hoc reports.</p>
Data parity with Classic CRD	<p>The amount of data available to customers can be overwhelming, particularly when it comes to navigating and leveraging hierarchical data.</p> <p>Part of the experience of data parity extends beyond reporting to notifications and other new capabilities.</p> <p>Personal Identifiable Information (PII) and fingerprint data will be integrated soon.</p>
Minimizing the learning curve	Understanding the language, behaviors and breadth of CRD data is something that takes time. Similarly, it takes 45 minutes to an hour for most people to figure out how to maximize grouping, filtering, and exporting.

| Enhanced U4 Filing Experience

U4 Amendment – start with the default Individual search

U4 Initial – start with Pre-registration search

The screenshot displays the FINRA U4 search interface. At the top, the header includes the FINRA logo, the text "Firm TEST ADVISER FIRM", a "SEND FEEDBACK" button, a "Profile Search" button, a notification bell, and a user profile icon labeled "NS". A left sidebar contains navigation links for Home, Profiles, Requests, Reports, and Support. The main content area is divided into two sections: "Search" and "Requests". The "Search" section features a "Type" dropdown menu set to "Individual" and a "Search Criteria" input field with the placeholder text "Search by Name or CRD#". A modal dialog box is overlaid on the "Search" section, titled "How do you want to search?", with a close button (X) in the top right corner. The dialog contains two paragraphs of text: "Choose 'Individual' if you are looking for someone that is currently or previously associated with your firm." and "Choose 'Pre-Registration' to find a person that is NOT currently or previously associated with your firm." The "Requests" section below shows a "Lists" dropdown menu set to "All (0)". At the bottom right of the main content area, there are "Save" and "Export" buttons. A vertical sidebar on the far right contains the text "How can we help?" with a downward arrow. The bottom of the interface features a table header with columns: "Request Type", "Details", "Created", "Due", and "Category".

Start U4

From the profile click on the appropriate U4 link
U4 Initial example

FINRA

Firm: TEST ADVISER FIRM

SEND FEEDBACK

Profile Search

Home

Individual Profile

IA NEW REP

Summary

Registrations

Qualifications

Continuing Education

Employment

Personal Information

IA NEW REP (CRD# 0000)

Non FinPro User

View Full Individual Profile

Download Profile

2 Registrations0 Disclosures0 Deficiencies1 Valid Exams31 Years in 1 Firms

Summary

Rep Identifiers

DOB

Alternate Names

Rep Status

Outside Business

Yes

Contact Information

Residential Address

Current Work Information

Located At

CRD Branch

Position(s)

IA

IA Affiliation

Direct Ow

Actions

Individual Actions

Add as a Rep.(U4)

U4 Amendment example

FINRA

Firm: TEST ADVISER FIRM

SEND FEEDBACK

Profile Search

Home

Individual Profile

IA REP

Summary

Registrations

Qualifications

Continuing Education

Employment

Personal Information

IA REP (CRD# 0000)

Non FinPro User

View Full Individual Profile

Download Profile

2 Registrations0 Disclosures0 Deficiencies1 Valid Exams31 Years in 1 Firms

Summary

Rep Identifiers

DOB

Alternate Names

Rep Status

Outside Business

Yes

Contact Information

Residential Address

Current Work Information

Located At

CRD Branch No: -

Position(s)

IA

IA Affiliation

Direct Owner

Actions

Individual Actions

Update (U4 Amendment)

Term Rep.(U5)

New U4 filing experience

FINRA

Firm TEST ADVISER FIRM

SEND FEEDBACK

Profile Search

NS

U4

Rep Name:

CRD:

Filing ID:

Filing Type:

Created:

Updated:

Firm Name:

Firm CRD:

Data Entry

Personal Information

Employment History / Other Business

Registration Requests with Firms

Registration with Unaffiliated Firms

Exam Requests

Professional Designations

Disclosures

Signatures

Review and Submit

Summary

Review

Personal Information

General Information

First Name *

Middle Name

Last Name *

Suffix

Social Security Number (SSN)

Individual CRD # *

XXX-XX-XXXX

Completeness Check

Legal View

Save

BACK

NEXT

How can we help?

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From the home page click on the Requests tab. This section consolidates all firm to-do items. U4 drafts will display here (replacing the existing pending filing queue in CRD)

FINRA

Firm: ABC FIRM LLC (CRD: 1111111)

SEND FEEDBACK

Profile Search

Home

Profiles

Requests

Reports

Support

Filters

Type

- ☐ U4 Amendment (1)
- ☐ Branch Deficiency (1)
- ☐ U4 Initial (1)
- ☐ U5 Required (1)

Status

- ☒ Unresolved (2)
- ☒ Draft (2)
- ☐ Overdue (0)

Date Range

- ☒ All
- ☐ Past 6 Months
- ☐ Past Year
- ☐ Custom Date Range

Clear Filters

Active (4)

History

Create Filings

Unresolved x

Draft x

Clear Filters

SAVE VIEW

U4 Amendment	Rep ID #928938	Created By Doe, Mathew	Rep Edit Status Not Available	Expires 07/21/20	Status Draft	Actions
Branch Deficiency	Created Date 07/07/20	Last Update Date 07/07/20	Category Registration	Due Date 07/21/20	Status Unresolved	Actions
U4 Initial	Rep ID #12345623	Created By Doe, Jane	Rep Edit Status Not Available	Expires 08/15/20	Status Draft	Actions
U5 Required	Created Date 06/22/20	Last Update Date 06/22/20	Category Registration	Due Date 07/21/20	Status Unresolved	Actions

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Privacy

Legal

in

tw

For IA-only firms:
In addition to pending U4s, other CRD queue notices applicable to IA firms will also display here

- **Draft filings will not be available in both old and new data entry.**
 - Users will have to pick one path for each filing (no switching between the two)
 - Firms can pick on a filing-by-filing basis
 - Draft filings will be managed according to the experience selected
- **Old and new Allow Rep Edits will be available.**
 - Filings using Classic CRD will have the classic Allow Rep Edits experience (FinPro or reference code and CRD Registered Representative Site)
 - Filings using the new data collection experience will use the new Allow Rep Edits experience (FinPro-only)
- **There is no impact to Web EFT.**

FINRA

| FinPro

Maximizing the Value of FinPro

Financial Professional Gateway

My Account | Feedback | Help | Sign out

Summary

Employment

Registrations

Qualifications

Continuing Ed

Disclosures

Danny Demo
CRD: 1873080
Broker
Alternative Names:
Daniel Demo

0
Current Disclosures

0
Archived Disclosures

5
Passed Exams

1
Reminders
! You have a pending U4 filing request from My Firm SECURITIES INC.. [Open Filing.](#)

Current Registrations

State Registrations

California

New York

Washington

SRO Registrations

FINRA

BOX

BX

CBOE

CBOE BYX

CBOE BZX

CBOE C2

CBOE EDGA

I want to...

2
[Print My Report](#)

[Update Profile](#)

3
[View My Form U5](#)

[Enroll in SIE](#)

4
FinPro Attestation

I have reviewed the information contained in FinPro as requested by:
My Firm SECURITIES INC.

☐ The information is up-to-date and accurate.

☐ Some information is incorrect and needs to be updated. I will contact my firm(s) to provide updated information.

Apply

Reminders and Notifications: One click to CE, shared U4 and scheduling exams

Print information: Print a copy of the latest information

Get a copy of latest U5: Quickly access a copy of the latest U5

Feature control: Firms can control the use of certain features like Attestation

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Change

- System and processes
- Communication (firm having to do this)



Signup process

- FinPro Account Creation guide
- FinPro Account Creation video



Remembering login and passwords

- Forgot my user ID password link on FinPro log in page



What am I supposed to do when I get there?

- Provide a reason or specific example on what to do when your rep is in FinPro
- Use our templates

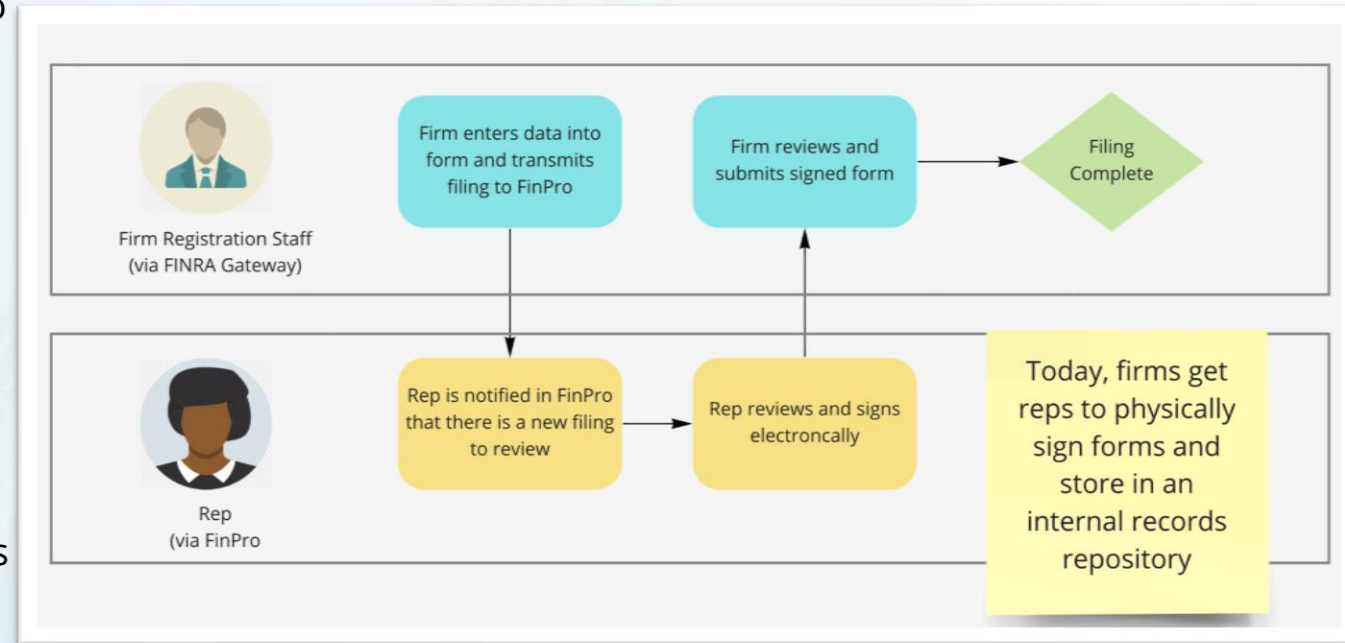
| eSignature

Electronic Signature

- In light of technological advances relating to electronic signatures, including with respect to authentication and security, we are investigating amending FINRA Rule 1010(c) to permit the use of electronic signatures by registered representatives.
- We will likely seek no-action relief to allow reliance on FINRA systems for recordkeeping under SEA Rule 17a-4.
- This proposed change is consistent with solutions in other regulatory domains and our past regulatory guidance, including our 2019 amendment to FINRA Rule 4512(a)(3) to permit the use of electronic signatures.

Key Guiding Principles

- Firms would not be required to leverage electronic signatures and could continue to obtain manual signatures.
- Firms that do opt for electronic signature would have the option of using a solution of their choosing that meets all technical and legal requirements for a valid signature.
- FINRA intends to make a solution available to the industry leveraging FinPro.



| Fingerprinting Update

FINRA is replacing its fingerprinting infrastructure and moving to a new vendor in 2021



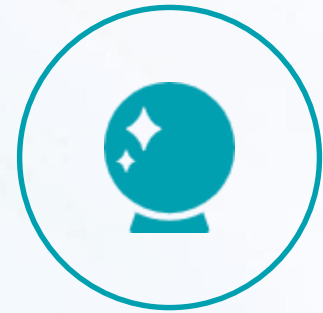
Smooth transition

We want to make this as easy as possible for firms—adding convenience wherever possible.



New options

Less expensive collection options. New ways to acquire fingerprinting equipment. We're focused on building a better environment.

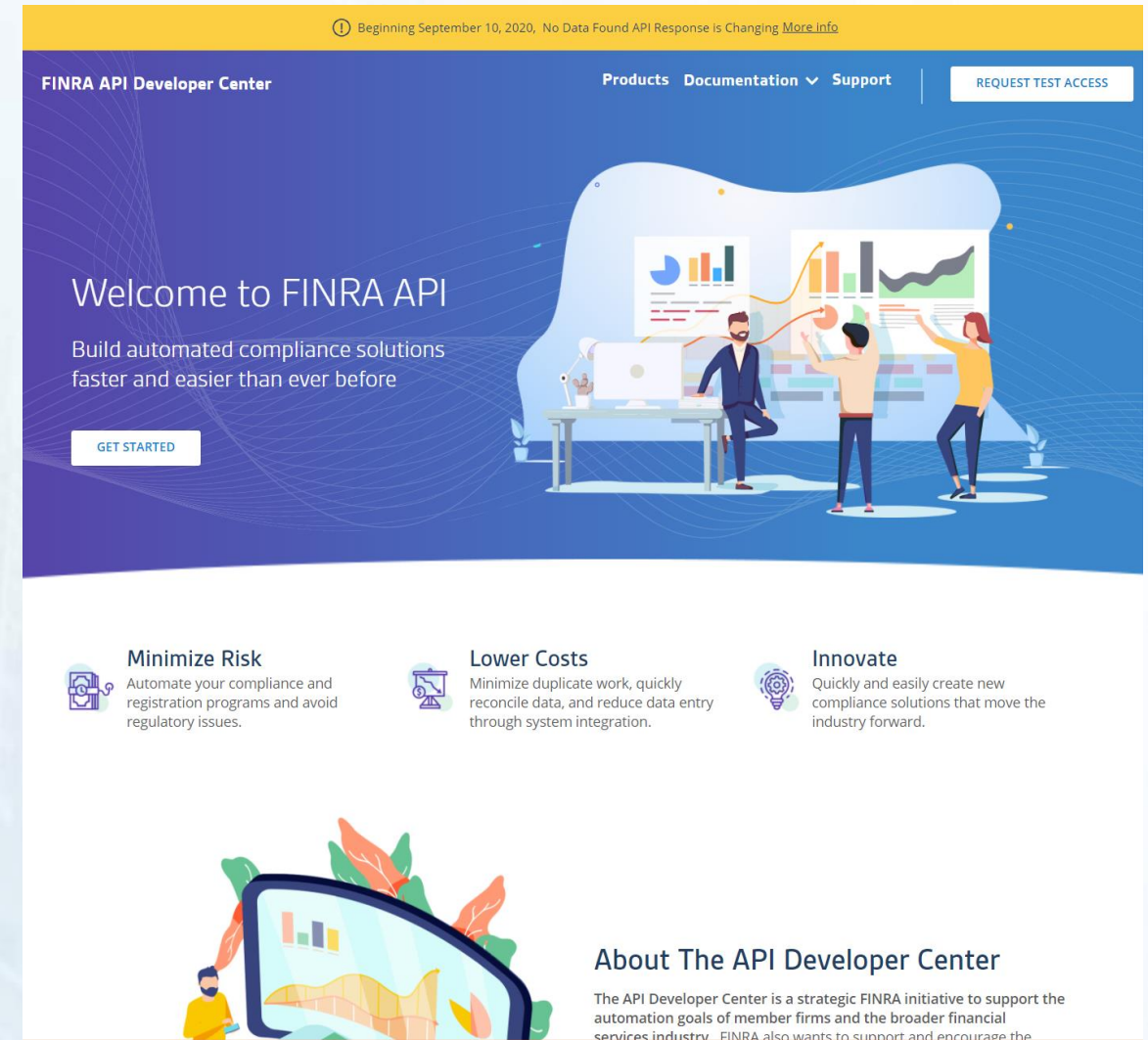


Future proof

The new system will allow FINRA to offer expanded capabilities as they become available.

| Developer.finra.org

- FINRA is committed to supporting the industry's desire to automate and maximize the value of information housed in FINRA systems.
- Focused on industry-standard approaches to providing these machine-to-machine interfaces.
- The Industry will see continued expansion of capabilities, new data sets and the information available in data sets.
- Sandbox and production access are available for registration data.
- The web service APIs are a complement to the existing Web EFT offerings.





| Resources

How to stay up to date and provide feedback

FinPro Info Page: finra.org/finpro

- Webinars
- FAQs
- Release Notes

FINRA Gateway: finra.org/finra-gateway

- Webinars
- FAQs
- Release Notes

Other Webinar Recordings: finra.org/webinars

Registration and Licensing Email List: tools.finra.org/email_subscriptions

- Invitations to future webinars
- Key program announcements
- Feedback opportunities

Financial Industry Networking Directory (FIND): finra.org/find

- Recruiting service for individuals new to the securities industry

Thank You For Attending

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