



Utah Department of Commerce

**Division of Securities**

[securities.utah.gov](http://securities.utah.gov)

Protecting Investors. Regulating Industry. Promoting Commerce.

# Investment Adviser Workshop:

the New Form ADV Part 2, New Rules, and the IA Switch



# Creating the PDF and Filing Electronically

**Brandon Henrie**  
Examiner



# OVERVIEW

## 1. Creating the PDF

- Text-Searchable PDF
- Methods to Create
- DEMO



## 2. Electronic Filing

- Mandatory
- DEMO





# CREATING THE PDF



## THINGS TO CONSIDER

- Software Options
  - Features, Look and Feel
- File Names and Organization
  - Record Keeping Requirements



# CREATING THE PDF



## METHODS TO CREATE PDF

- Software Enabling “Print to PDF”
  - Word Processing to PDF
- PDF Forms (Templates)
- PDF Creation Software (advanced)



# CREATING THE PDF



## Print to PDF

### SOFTWARE OPTIONS

- Adobe Acrobat Professional (\$)
- CutePDF (FREE)
- Other Premium PDF Software (\$)
- Mac OS (No Software Needed)

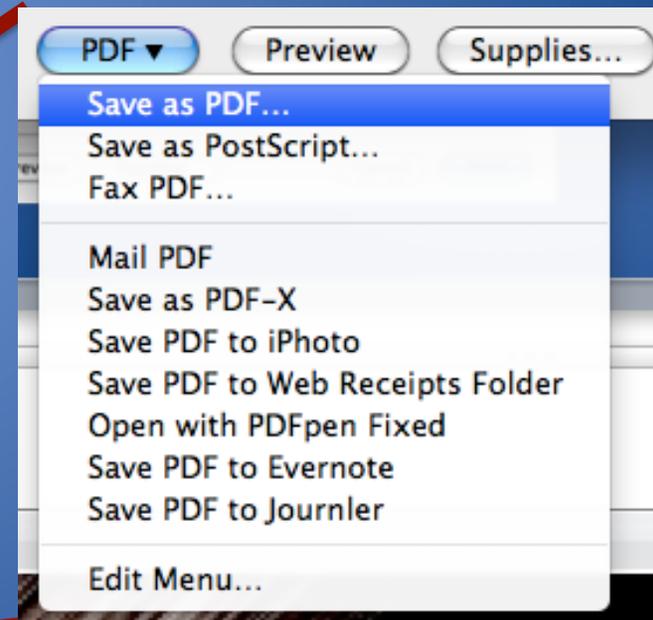
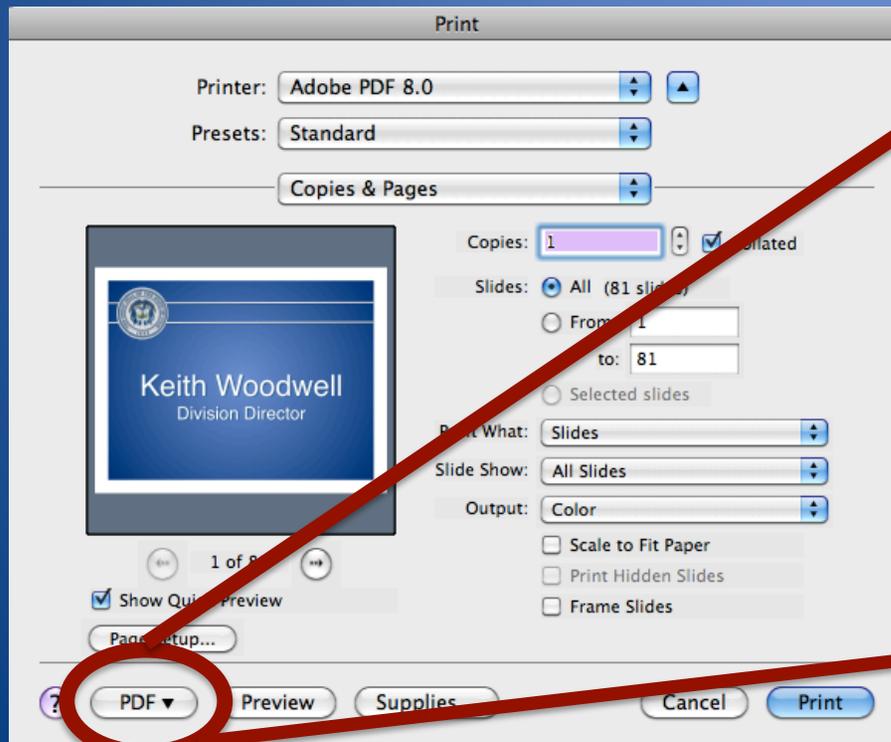


# CREATING THE PDF



# Print to PDF

## MAC OS Print





CREATING THE PDF



Print to PDF

# DEMONSTRATION

(Microsoft Windows)



# CREATING THE PDF



# PDF Forms

## SOFTWARE OPTIONS

- Adobe Acrobat Reader (FREE)
- CutePDF (FREE)
- Some PDF Readers (FREE)
- Mac OS (No Software Needed)



# CREATING THE PDF



# PDF Forms

NASAA Website

[www.nasaa.org](http://www.nasaa.org)

NORTH AMERICAN SECURITIES ADMINISTRATORS ASSOCIATION

ABOUT NASAA | INVESTOR EDUCATION | ISSUES & ANSWERS | NASAA NEWSROOM | INDUSTRY & REGULATORY RESOURCES

NASAA

SEARCH [sitemap](#)

[GO](#)

QUICKLINKS

- Contact Your Regulator
- What's New
- Member Login
- E-mail Updates

FEATURES

**IA Switch Resources**  
Information for IAs switching to state registration

**NASAA SPOTLIGHT**

**New Form ADV Part 2**  
The new Form ADV Part 2 for investment advisers is now available.

- **NASAA Representative Named to Financial Stability Oversight Council**
- **Survey Shows Near Unanimous Investor Support for Fiduciary Duty Standard of Care**
- **NASAA Urges SEC to Put Investors First in Dodd-Frank Fiduciary Study**

**Best Practices**  
**NASAA Identifies Top Broker-Dealer Compliance Deficiencies; Offers Series of**

**NASAA's Call to Action for State Securities Regulators**

[learn more »](#)



# CREATING THE PDF



# PDF Forms

## NASAA Website

### Form ADV

The following forms, unless noted otherwise, are PDF documents, which require Adobe Acrobat or comparable software, to open.

#### Instructions and Glossary

##### Part 1

- Part 1A (Including Schedules A, B, C, D and DRPs)
- Part 1B

##### Part 2 (effective October 12, 2010)

- Instructions
- Guidance for completing and filing Part 2
- Word versions of ADV Part 2
  - Firm Brochure
  - Wrap Fee Brochure
  - Brochure Supplement
- PDF versions of ADV Part 2
  - Firm Brochures
    - Firm Brochure 5 Pages
    - Firm Brochure 10 Pages
    - Firm Brochure 15 Pages
    - Firm Brochure 20 Pages
  - Wrap Fee Brochures
    - Wrap Fee Brochure 5 Pages
    - Wrap Fee Brochure 10 Pages
    - Wrap Fee Brochure 15 Pages
    - Wrap Fee Brochure 20 Pages
  - Brochure Supplements
    - Brochure Supplement 5 Pages
    - Brochure Supplement 10 Pages
    - Brochure Supplement 15 Pages
    - Brochure Supplement 20 Pages



CREATING THE PDF



# PDF Forms

NASAA Website

Template

**Part 2A of Form ADV: Firm Brochure**

Item 1 Cover Page

--



# FILING ELECTRONICALLY



**Once PDF is created and saved,  
Note the file name & location**

**Ready to upload to the IARD  
(electronic filing)**



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# FILING ELECTRONICALLY

Web IARD - Site Map [User Name: rpetersen1, OrgID: 101618] - Microsoft Internet Explorer provided by FINRA

https://training.crd.finra.org/Iad/Content/IadMain/crd\_jad\_IadSiteMap.aspx

File Edit View Favorites Tools Help

Web IARD - Site Map [User Name: rpetersen1, OrgID: ...]

FINRA IARD™ User: rpetersen1 Organization: 101618 LOGOUT

CRD Main IARD Main Forms Organization Accounting Reports

Site Map | User Info |

IARD Main	Forms	Organization	Accounting	Reports
<b>User Info</b> FAQ Release Notes Recommended Hardware/Software Send Comments	<b>ADV</b> New Filing Pending Filing Historical Filing	<b>View Organization</b> Brochure Search Identifying Information Registration Status Notice Filing Status Brochure Status Answers to Questions Form of Organization <u>Business Information</u> Assets Under Management Client Transactions Direct Owners / Executive Officers Indirect Owners Other Business Names Name Change History Other Offices Other Business Succession Custody Information Control Persons Industry Affiliations Locations of Books and Records Disclosures Filing History	<b>Daily Account Information</b> Processed Transactions Funds Deficient Transactions Account Activity Summary Deposit Detail Transfer Detail Transaction Detail Bill Line Search <b>Renewal Account Information</b> Renewal Statement Account Activity Summary Deposit Detail Transfer Detail Transaction Detail Bill Line Search	<b>Home</b> Request Report View Report

https://training.crd.finra.org/Iad/Content/ViewOrg/crd\_jad\_VoBusinessInfo.aspx

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**Forms**

**ADV**

New Filing

Pending Filing

Historical Filing



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CRD Main | IARD Main | **Forms** | Organization | Accounting | Reports

Form ADV | Form ADV-W

Printer Friendly

Select ADV Filing

ADV - New Filing

## ADV Filing Types:

[Apply for registration as an investment adviser with the SEC](#)

[Apply for registration as an investment adviser with one or more states](#)

[Submit an \*annual updating amendment\* to your registration for your fiscal year ended December ,](#)

[Submit an other-than-annual amendment to your registration](#)





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https://training.crd.finra.org/1ad/Content/FormFiling/Adv/crd\_jad\_AdvGeneralInstructions.aspx?RefNum=008538292969E

File Edit View Favorites Tools Help

Web IARD - Form ADV Instructions [User Name: rpete...

Expires: February 28, 2011

**Schedule D**

**Part 2**

**Execution**

Next

- Item 10 Control Persons
- Schedule A/C Direct Owners/Executive Officers
- Schedule B/C Indirect Owners
- Item 11 Disclosure Information
- Item 12 Small Businesses
- Schedule D
- Part 2
- Execution

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IARD™

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Form ADV | Form ADV-W

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**Submission**

Completeness Check

Please note that ADV Part 2 brochures are uploaded to IARD after the Form ADV Submit Filing process is begun.

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Update	Retire	Action
<a href="#">8</a>	<a href="#">DEMO</a>	Individuals	<input type="radio"/>	<input type="radio"/>	No Change
<a href="#">9</a>	<a href="#">HEDGE FUND</a>	Other institutional, Private funds or pools	<input type="radio"/>	<input type="radio"/>	No Change
<a href="#">10</a>	<a href="#">PRIVATE CLIENT</a>	Foundations/charities	<input type="radio"/>	<input type="radio"/>	No Change
<a href="#">11</a>	<a href="#">BROCHURE</a>	Individuals, Selection of Other Advisers/Solicitors	<input checked="" type="radio"/>	<input type="radio"/>	No Change

Create New Brochure

Next

Save

Previous

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IA TRAINING FIRM1

Reference #:008538292969E

New Brochure

Brochure ID:

Brochure Name:

**Title of Brochure  
(required)**

Brochure Description:

**For Firm to View  
(not required)**

Brochure Types (Select all that apply):

- Individuals
- Pension
- Founda
- Other in
- Wrap p
- Selectio
- Other
- High net worth individuals

**Type or Purpose  
(required)**

Save

Reset

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https://training.crd.finra.org/Adv/Content/FormFiling/Adv/crd\_jad\_Adv\_Part2\_EditBrochure.aspx?Q\_FILING\_PK=16948&RefNum=008538292969E&Q\_FILING\_TYPE=AMEND

File Edit View Favorites Tools Help

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finra

User: rpetersen1 Organization: 101618 LOGOUT

**IA TRAINING FIRM1** Reference #:008538292969E

**Edit Brochure Information**

Brochure ID:

Brochure Name:

Brochure Description:

Brochure Types (Select all that apply):

<input checked="" type="checkbox"/> Individuals	<input type="checkbox"/> High net worth individuals
<input type="checkbox"/> Pension plans/profit sharing plans	<input type="checkbox"/> Pension consulting
<input type="checkbox"/> Foundations/charities	<input type="checkbox"/> Government/municipal
<input type="checkbox"/> Other institutional	<input type="checkbox"/> Private funds or pools
<input type="checkbox"/> Wrap program	<input type="checkbox"/> Financial Planning Services
<input type="checkbox"/> Selection of Other Advisers/Solicitors	
<input type="checkbox"/> Other	

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CRD Main IARD Main

Form ADV Form ADV-W

**Submission**

- Completeness Check
- Submit Filing
- Print Preview

**Form ADV - Part 2**

- IARD System Instructions
- State-Registered Adviser Guidance
- SEC-Registered Adviser Guidance
- Part 2**
- Return To Form ADV, Part 1

Brochure Types (Select all that apply):

- High net worth individuals
- Pension consulting
- Government/municipal
- Private funds or pools
- Financial Planning Services

Save Reset

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User: rpetersen1 Organization: 101618 LOGOUT

Forms Organization Accounting Reports

Printer Friendly

Item 1.J. contains a contact employee e-mail address that you have not confirmed. After you submit this filing, FINRA will automatically send, to that address, a request to confirm the validity of the address. [Click here for an example of what that confirmation request will look like.](#) If you confirm the e-mail address, you will receive at that address important notifications of regulatory developments and reminders about filing annual updates to your Form ADV. If you do not confirm the contact employee e-mail address, you will not receive these important messages.

Please double-check the contact employee information you have provided in Item 1.J., especially the contact employee e-mail address, to ensure that it is current. You are required to amend this information promptly if it becomes inaccurate in any way.

Reminder: Passing a completeness check does not relieve an investment adviser of its legal and regulatory obligation to file accurate and complete information in a timely manner with the appropriate authorities.

TRAINING FIRM1 Reference #:008538292969E

Submit Filing

**This filing cannot be submitted, due to the following completeness errors:**

Error Location	Error Description
<a href="#">Domestic Investment Adviser Execution</a>	Domestic Execution must be completed

There are no Accounting Charges for this Filing.

Information

- Item 2 SEC Registration
- Item 3 Form of Organization
- Item 4 Successions
- Item 5 Information About Your Advisory Business - Employees, Clients, and Compensation
- Item 5 Information About Your Advisory Business - Assets Under Management
- Item 5 Information About Your Advisory Business - Advisory Activities
- Item 6 Other Business Activities
- Item 9 Custody
- Item 10 Control Persons
- Schedule A/C Direct

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**Submission**

- Completeness Check
- Submit Filing
- Print New

**This filing cannot be submitted, due to the following completeness errors:**

**Error Location**  
[Domestic Investment Adviser Execution](#)

**Error Description**  
Domestic Execution must be completed

There are no Accounting Charges for this Filing.

**This filing cannot be submitted, due to the following completeness errors:**



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Finra IARD™ User: rpetersen1 Organization: 101618 LOGOUT

CRD Main | IARD Main | **Forms** | Organization | Accounting | Reports

Form ADV | Form ADV-W

Printer Friendly

**Submission**

- Completeness Check
- Submit Filing**
- Print Preview

**Form ADV**

- Instructions
- Item 1 Identifying

Item 1.J. contains a contact employee e-mail address that you have not confirmed. After you submit this filing, FINRA will automatically send, to that address, a request to confirm the validity of the address. [\[Click here for an example of what that confirmation request will look like.\]](#) If you confirm the e-mail address, you will receive at that address important notifications of regulatory developments and reminders about filing annual updates to your Form ADV. If you do not confirm the contact employee e-mail address, you will not receive these important messages.

Please double-check the contact employee information you have provided in Item 1.J., especially the contact employee e-mail address, to ensure that it is current. You are required to amend this information promptly if it becomes inaccurate in any way.

Reminder: Passing a completeness check does not relieve an investment adviser of its legal and regulatory obligation to file accurate and complete information in a timely manner with the appropriate authorities.

IA TRAINING FIRM1

Part 2 Brochures:

Brochure ID	Brochure Name	Brochure Type(s)	BROCHURE UPLOAD	
			Action	Filename
-	UT TEST	Individuals	New	<input type="button" value="Browse..."/>
11	BROCHURE	Individuals, Selection of Other Advisers/Solicitors	Amend	<input type="button" value="Browse..."/>

Item 7 Financial Industry Affiliations

Schedule A/C Direct

Submit Filing Local intranet 100%

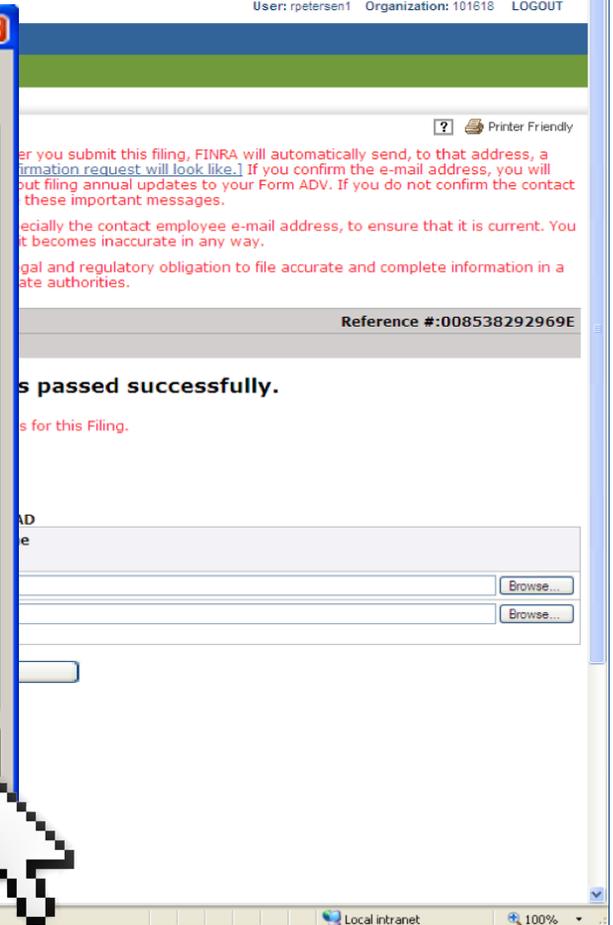
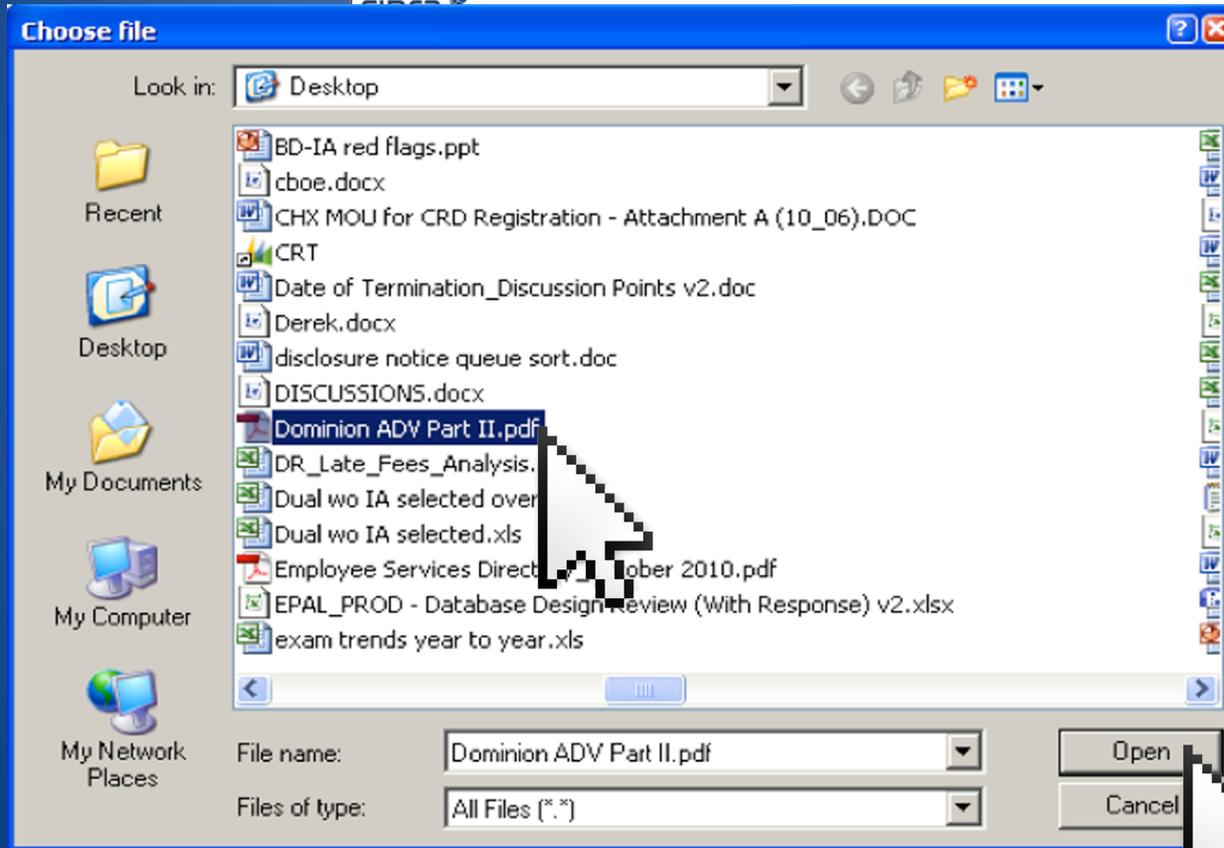
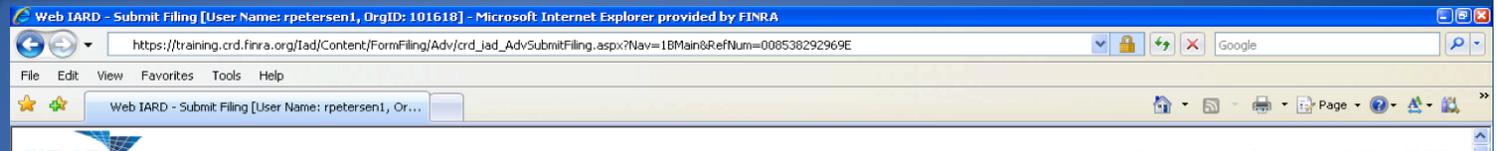
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**ADV on-line completeness checks passed successfully.**



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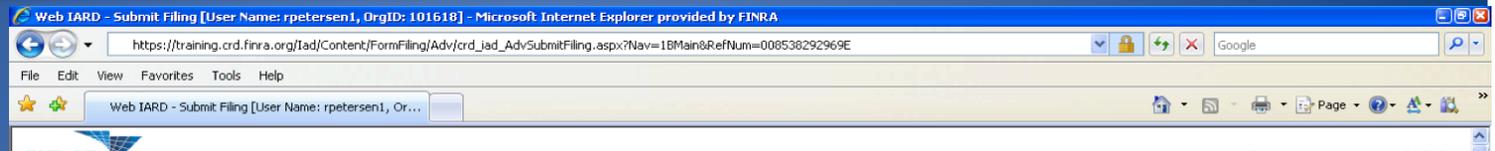
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**Windows Internet Explorer**

Please note:

Be advised that once brochures are submitted to IARD, they are immediately available to other system users and will be posted to IAPD. It is critical that you verify you are submitting the correct brochure before transmitting this filing.

Select 'OK' to continue with filing submission.  
Select 'Cancel' to return to the filing.

**ADV on-line completeness checks passed successfully.**

There are no Accounting Charges for this Filing.

**Progress - Microsoft Internet Explorer ...**

Please wait while your file(s) are being uploaded

● ● ● ● ●

BROCHURE UPLOAD			
Brochure Name	Brochure Type(s)	Action	Filename
UT TEST	Individuals	New	C:\Documents and Settings\petersen\Desktop\Sample Advisers Part 2.pdf <input type="button" value="Browse..."/>
BROCHURE	Individuals, Selection of Other Advisers/Solicitors	Amend	C:\Documents and Settings\petersen\Desktop\Dominion ADV Part II.pdf <input type="button" value="Browse..."/>

- Item 7 Financial Industry Affiliations
- Item 8 Participation or Interest in Client Transactions
- Item 9 Custody
- Item 10 Control Persons
- Schedule A/C Direct

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File Edit View Favorites Tools Help

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User: rpetersen1 Organization: 101618 LOGOUT

CRD Main IARD Main **Forms** Organization Accounting Reports

Form ADV | Form ADV-W |

Printer Friendly

Form Filing

Filing Submitted Successfully

OK

**Filing Submitted Successfully**

OK

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## New Form ADV Filing Date

Utah accepting in January 2011.

Starting on December 31, 2010  
Advisers have 90 days after their  
fiscal year end to file their annual  
amendment with the new Form  
ADV Part 2.



Utah Department of Commerce

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[securities.utah.gov](http://securities.utah.gov)

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