

## NexTier Consulting: Investment Advisor Registration Solution

### Opportunity

Since the 2008 financial crisis, the Securities and Exchange Commission (**SEC**) has greatly expanded its reach to all investment styles, types and sizes. We have consistently seen the SEC enlarge the profile of investment managers that require registration. Initially, the Dodd-Frank Act gave the SEC new oversight over additional types of investments managers, particularly hedge funds but also private funds of other investment styles. Last year, the SEC brought its focus to private equity funds, noting that over 50% of funds have significant compliance issues. In 2015, it promised to apply data analytics to its investigative process. Consequently, institutional investors have increasingly come to see compliance as far more than just a “check the box” item on their due diligence list and properly understand it as a central part of their investment review process. A key first step in passing compliance muster is to make sense of the regulatory and compliance process.

We offer numerous solutions to help you successfully meet the compliance demands of regulators and potential investors. Our investment advisor registration (**IAR**) solution can help you by bringing our expertise and focus to your regulatory and compliance burdens through initial registration and organization. The IAR solution can be specially customized for you based on your size, investment approach and organizational needs. The IAR solution can also easily be used alongside our *Outsourced Chief Compliance Officer* solution or our *Compliance Search and Interim Staffing* solution to more completely meet your compliance needs.

### Benefit

We provide a best in class solution to the compliance puzzles you face as you approach regulators and institutional investors. Leveraging our resources, you can meet regulators and potential investors armed with industry-wide best practices and superior experience.

Our compliance solutions allow you to focus on the aspects of its business that you best understand – investing, while having our experienced professionals manage your compliance functions. As an investment manager, you should understandably focus your efforts on building, implementing and refining your investment strategy while empowering us to help you meet the demands of establishing a compliance program. We allow managers, like you, to focus your efforts on the things you know best, while at the same time having the compliance program you need to attract additional capital and withstand regulatory scrutiny.

### Registration and Initial Organization Tasks

Possible elements of your compliance program that we can review and assess include, but are not limited to, the following:

- helping determine the appropriate registration status and jurisdictions,
- drafting and filing your Form ADV (Parts 1, 2A and 2B),
- preparing an SEC required compliance policies and procedures manual,
- creating specific policies and processes such as the required Code of Ethics, political contribution policy, “bad actor” certifications, conflict of interest procedures, personal securities transaction policy and correspondence review,
- approving initial marketing materials and related activities and
- training employees with customized educational materials regarding the compliance demands of registered investment advisors.

### The Complete Solution

Our IAR solution covers the complete array of critical registration activities for investment advisers that need to be registered with the SEC or under state supervision. By utilizing the IAR solution, you can avail yourself of our extensive experience and concentrate your efforts on refining and improving the things you know best. In addition, we will work with your existing compliance software providers or will help you select new providers to make sure that your compliance program fits your needs.

With our IAR solution, you gain a complete answer which combines knowledge of the regulatory environment with the practical elements, real-world challenges of running a registered investment advisor. We are well-positioned to bring you the necessary solutions to solve your compliance needs.

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