



*~ Manage Through Change ~*

**NEWS RELEASE**

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**Boca Raton, June 12, 2013 – Renaissance Regulatory Services, Inc. (RRS) announced today the:**

**Introduction of a New RRS Service – Advertising Review Consulting**

RRS is initiating this new regulatory service for broker-dealers and other financial services firms. RRS believes this to be a timely addition to its regulatory consulting services, especially in light of the new FINRA Rules for “Communications With the Public”. RRS’ advertising and communications with the public consulting solutions provide financial services firms with the tools necessary for receiving a clean comment letter when materials are filed with FINRA. Our Advertising Consulting Group is headed by a former senior staff member of the Advertising Regulation Department of NASD, Suzanne McDougall. In addition to her almost 10 years with NASD, Suzanne also has 8 years direct experience having run the advertising review function for major broker dealers, and 8 years in sales as a Series 7 registered representative.

The Advertising Group provides a range of services to its clients, including the following:

- **Literature Review** – review sales materials for consistency with FINRA and SEC rules and regulations; assist in filings with FINRA and in responding to FINRA comment letters;
- **Literature Training** – onsite sessions with legal, communications or marketing associates about matters such as rules and regulations, navigating through FINRA’s Advertising Regulation Department, and addressing FINRA comment letters;
- **Regulatory Requirements** – evaluate and make recommendations regarding firms’ compliance systems, including written supervisory procedures, Firm Element training, and annual compliance meetings; provide updates on rule changes and current regulatory positions on social media, including the use of texting, tweeting, Facebook postings, blogs and webinars;
- **Internal Procedures** – provide guidance on the preparation, review, approval, filing and distribution of advertisements and sales literature; and
- **Special Projects** – Provide consulting services for initiatives such as national ad campaigns, new product launches, and website construction/revisions

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**RRS**, based in Boca Raton, Florida, provides a wide range of regulatory compliance consulting and support services to the financial services industry. Questions regarding this release or **RRS** should be directed to John E. Pinto at (202) 463-6575, or [JohnPinto@RRSCompliance.com](mailto:JohnPinto@RRSCompliance.com)

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