



## About Form ADV Part 2

Part 2 is the section of Form ADV that contains information about Investment Adviser firms and the type of business they conduct. Firms are required to provide Part 2 of Form ADV to existing and prospective clients. All SEC-registered and some state-registered Investment Adviser firms are required to submit Part 2 of Form ADV online through the IARD™ system.

A firm that offers substantially different types of advisory services has the option to prepare separate brochures for each service, as long as, each client receives all information about the services and fees that are applicable to that client.

Brochures submitted by the firm will display in IAPD the following day, except for jurisdictions that review and approve brochures prior to posting on IAPD. IAPD will only display brochures with a Brochure Jurisdiction Status of Delivered or Accepted.

For purposes of the IARD system, Part 2 of the Form ADV is referred to as the "Brochure." The brochure is uploaded as an attachment to Form ADV during the form filing submission process. The brochure must be converted to a text-searchable, PDF file before submission to the IARD system.

## Content:

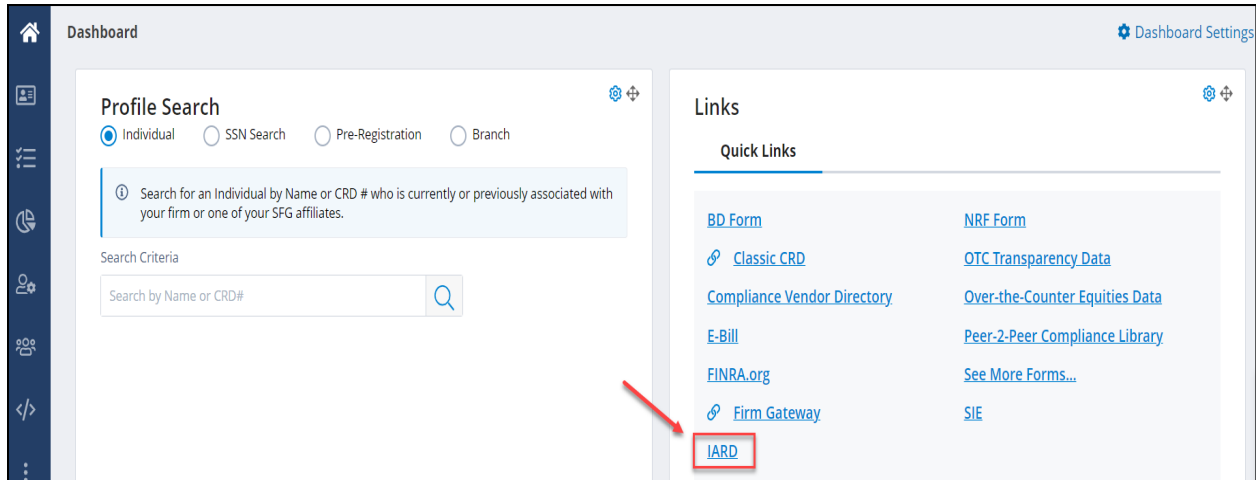
- [Access Form ADV](#) (pg. 2)
- [Part 2 Brochure Filing Page](#) (pg. 4)
- [Upload a New Brochure](#) (pg. 4)
- [Upload Error Message](#) (pg. 9)
- [Amend a Brochure](#) (pg. 10)
- [Retire a Brochure](#) (pg. 11)
- [Confirm a Brochure](#) (pg. 12)
- [Brochure Information in View Organization](#) (pg. 13)

**Questions on IARD? Call the IARD Hotline at 240-386-4848**  
8 A.M. - 8 P.M., ET, Monday through Friday.

## Access Form ADV

Access IARD directly at <https://crd.finra.org/iad> or through the newly designed FINRA Gateway at <https://gateway.finra.org> as shown below.

If accessing IARD through FINRA Gateway, select **IARD** in the Quick Links section of your firm's dashboard and then navigate to the IARD Main tab.



The screenshot displays the FINRA Gateway dashboard. On the left is a vertical navigation menu with icons for Home, Profile Search, and other functions. The main content area is divided into two panels. The left panel, titled 'Profile Search', contains radio buttons for 'Individual' (selected), 'SSN Search', 'Pre-Registration', and 'Branch'. Below these is a search criteria section with a text input field labeled 'Search by Name or CRD#' and a search button. The right panel, titled 'Links', features a 'Quick Links' section with a grid of links: 'BD Form', 'NRF Form', 'Classic CRD', 'OTC Transparency Data', 'Compliance Vendor Directory', 'Over-the-Counter Equities Data', 'E-Bill', 'Peer-2-Peer Compliance Library', 'FINRA.org', 'See More Forms...', 'Firm Gateway', and 'SIE'. The 'IARD' link is highlighted with a red box, and a red arrow points to it from the left.

Select the **New/Draft Filing** link on the Site Map to create a new Form ADV filing. The system will dynamically display filing types based on the firm's current registrations and filing option selection.

**IARD™**

CRD Main | IARD Main | **Forms** | Organization | E-Bill | Reports

Form ADV | Form ADV-W | Form ADV-E

**Select ADV Filing**

- **New/Draft Filing**
- Historical Filing

**Create a New ADV Filing**

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

Submit an Amendment

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

Apply for registration as an investment adviser with the SEC (and file a Final Report as a State Exempt Reporting Adviser with all States, if any, that have received Exempt Reporting Adviser reports)

File an Initial Report as an Exempt Reporting Adviser with one or more States

File an Initial Report as an Exempt Reporting Adviser with the SEC

*Note for advisers that already report as Exempt Reporting Advisers: To add States you report to as an Exempt Reporting Adviser, file an amendment and put a check beside those States you wish to add in Item 2.C. To remove States that you report to as an Exempt Reporting Adviser (file a Final Report), file an amendment and uncheck those States you wish to remove in Item 2.C.*

**Create New Filing**

ADV Part 2 Guidance:  
[IARD System Instructions](#)  
[SEC-Registered Advisers](#)  
[State-Registered Advisers](#)

Select the **Part 2** hyperlink located in the navigation panel on the left.

- Item 12 Small Businesses
- Schedule A/C Direct Owners/Executive Officers
- Schedule B/C Indirect Owners
- Schedule D
- Part 1B
- **Part 2**
- Execution

## Part 2 Brochure Filing Page

The Exemption from Brochure Delivery Requirements for SEC Registered Advisers section will only display for firms registered with or applying for registration with the SEC. This question must be answered Yes or No.

If applicable, a list of previously submitted brochures will display, with the option to amend, retire, or confirm the existing brochure. The Confirm radio button is only available on an Annual Amendment filing.

? Printer Friendly

**INVESTMENT ADVISER**
**Reference #: 54826166218841C**

**Part 2 Brochure Filing**
**Annual Amendment**

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

**Exemption from brochure delivery requirements for SEC-registered advisers**

SEC rules exempt SEC-registered advisers from delivering a firm brochure to some kinds of clients. If these exemptions excuse you from delivering a brochure to *all* of your advisory clients, you do not have to prepare a brochure.

Yes No

Are you exempt from delivering a brochure to all of your clients under these rules? \*

Clear

*If no, complete the ADV Part 2 filing below.*

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Amend	Retire	Confirm	Action
<a href="#">54321</a>	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No Change

Create New Brochure

## Upload a New Brochure

Click the **Create New Brochure** button to begin entering information about your firm's brochure.

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Amend	Retire	Confirm	Action
<a href="#">54321</a>	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No Change



Create New Brochure

## Upload a New Brochure (Continued)

Complete the **Brochure Name** and **Brochure Type** fields. Brochure Description is an optional field where you may enter a brief description regarding the content of your brochure.


After clicking the **Save** button an additional pop-up message will display if the firm does not already have a brochure in the IARD system to clarify when brochures are attached and processed as part of the filing.

Return to the Part 2 Brochure Filing page by selecting **Part 2** from the navigation panel.

  Printer Friendly

**INVESTMENT ADVISER** Reference #: 54826166218841C

**New Brochure**
**Annual Amendment**

 Complete and save the information below in order to add a brochure as part of this filing (please note that ADV Part 2 brochures are uploaded to IARD after the Form ADV Submit Filing process is begun).

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"/> Includes material about supervised persons that would otherwise be included in a supplement
<input type="checkbox"/> Selection of Other Advisers/Solicitors	<input type="checkbox"/> This document is a Brochure Supplement for one or more supervised persons
<input checked="" type="checkbox"/> Financial Planning Services	
<input type="checkbox"/> Other	

### Upload a New Brochure (Continued)

Prior to submission, firm users have the option to delete a new brochure by selecting the **Delete** hyperlink and then clicking **OK** when the following message displays: "Are you sure you want to delete this brochure?"

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Amend	Retire	Confirm	Action
<a href="#">54321</a>	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No Change
-	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	New <a href="#">Delete</a>

[Create New Brochure](#)

Brochures are uploaded as part of the submission process. All Completeness Checks must be passed before the system will allow you to upload a file.

Once you are ready to submit the Form ADV filing, click **Submit Filing** from the navigation panel. If applicable, clear all errors on the filing and click **Submit Filing** again.

Submission	TRAINING FIRM <span style="float: right;">Reference #: 4065561170B992F</span> <b>Check Filing</b> <span style="float: right;">Other-Than-Annual Amendment</span>				
■ <b>Completeness Check</b> ■ <a href="#">Submit Filing</a> ■ Print Preview	⚠ Please double-check the chief compliance officer information you have provided in Item 1.J., especially the chief compliance officer e-mail address, to ensure that it is current. You are required to amend this information promptly if it becomes inaccurate in any way. ⚠ Please double-check the additional regulatory contact person information you have provided in Item 1.K., especially the additional regulatory contact person e-mail address, to ensure that it is current. You are required to amend this information promptly if it becomes inaccurate in any way. ⚠ No information was provided in Schedule D Section 6.A regarding the other line's of businesses in Item 6.A. Please verify that a Schedule D Section 6.A entry is not needed. ⚠ No information was provided in Schedule D Section 7.A regarding the types of related persons selected in Item 7.A. Please verify that a Schedule D Section 7.A entry is not needed. ⚠ 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.				
Form ADV	<p style="text-align: center;"><b>This filing cannot be submitted, due to the following completeness errors:</b></p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Error Location</th> <th style="text-align: left;">Error Description</th> </tr> </thead> <tbody> <tr> <td><a href="#">Domestic Investment Adviser Execution Page</a></td> <td>The Domestic Execution page is required when the Principal Office and Place of Business is within the United States.</td> </tr> </tbody> </table> <p style="text-align: center; color: red;">There are no Accounting Charges for this Filing.</p>	Error Location	Error Description	<a href="#">Domestic Investment Adviser Execution Page</a>	The Domestic Execution page is required when the Principal Office and Place of Business is within the United States.
Error Location	Error Description				
<a href="#">Domestic Investment Adviser Execution Page</a>	The Domestic Execution page is required when the Principal Office and Place of Business is within the United States.				
■ Instructions ■ Item 1 Identifying Information ■ Item 2 SEC Registration/Reporting ■ 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 - Regulatory Assets Under Management ■ Item 5 Information About Your Advisory Business - Advisory Activities ■ Item 6 Other Business Activities					

### Upload a New Brochure (Continued)

Click the **Browse** button on the submission screen and locate the brochure file on your computer. Brochures must be in PDF format and must be text-searchable.

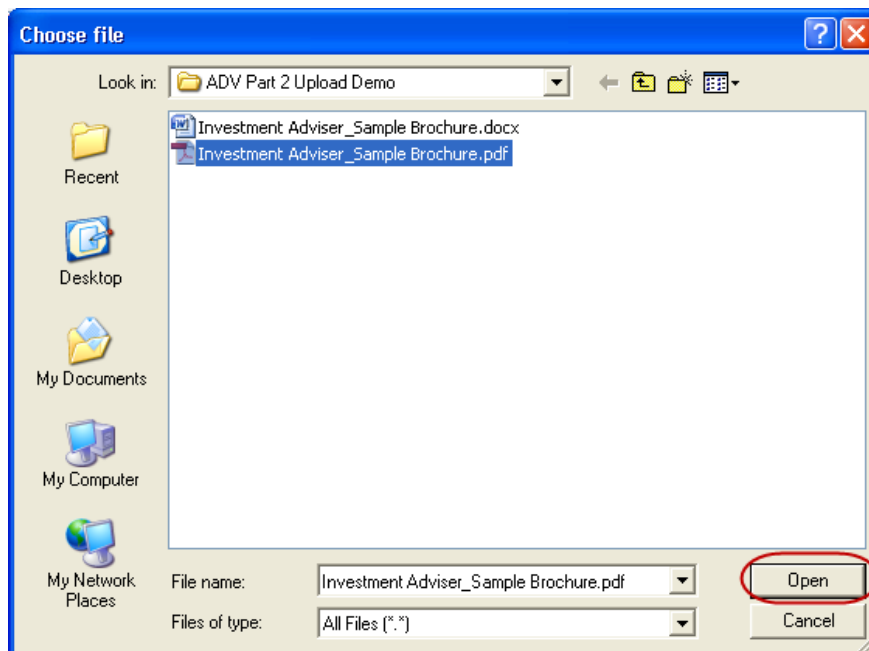
**ADV on-line completeness checks passed successfully.**

There are no accounting charges for this filing.

**Part 2 Brochures:**

**BROCHURE UPLOAD**

Brochure ID	Brochure Name	Brochure Type(s)	Action	Filename
-	SAMPLE BROCHURE	Individuals, Financial Planning Services	New	<input type="text" value="Browse..."/>



## Upload a New Brochure (Continued)

Click the **Submit Filing** button to submit your Form ADV filing and upload the attached brochure.

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

There are no accounting charges for this filing.

**Part 2 Brochures:**

**BROCHURE UPLOAD**

Brochure ID	Brochure Name	Brochure Type(s)	Action	Filename
-	SAMPLE BROCHURE	Individuals, Financial Planning Services	New	C:\Documents and Settings\user\My Documents\Investment Adviser <input type="button" value="Browse..."/>

The following warning message displays after the Submit Filing button has been clicked:





## Upload Error Message

In order to be successfully uploaded, brochures must:

- Be in PDF format
- Be text-searchable
- Contain at least 50 words

Additionally, files that are locked or password protected will also inhibit the system's ability to search for text. All security on the PDF file must be removed in order to upload the PDF file.

If the file does not meet all of these requirements the following error message will display:

PROBLEMS ENCOUNTERED DURING BROCHURE UPLOAD	
Brochure Name	Error Description
SAMPLE BROCHURE	This brochure does not contain searchable text. The IARD does not accept files that are imaged in their entirety, such as a file containing a scanned version of a paper brochure

Files that are scanned to PDF format may not contain searchable text, as scanners generally capture an image of a document. To ensure that the file is text-searchable, the scanner must have the Optical Character Recognition (OCR) turned on.

If a user has PDF editing software (more than a simple PDF reader), existing PDF documents can be made text searchable by enabling OCR within the document. Here are the steps:

1. Open the PDF document.
2. Select "Tools" from the main menu.
3. In the Tools menu, click "Recognize Text" and "In This File".
4. In the Recognize Text window, click "OK"

The text recognition process will proceed. Please note that for a very long document, the process may take several minutes to complete. When all the pages are processed, search for a common word in the document to verify that the document now is text-searchable and then click Save.

**For additional assistance uploading your brochure, please call the IARD Hotline, 240-386-4848.**

## Amend a Brochure

The Amend brochure option allows a firm to update their Brochure Name, Brochure Description, and Brochure Type for a brochure that is already on file.

To upload an updated version of a brochure, access the appropriate Form ADV amendment filing. From the Part 2 Brochure Filing page, select the **Amend** radio button. And, If applicable, click the Brochure Name hyperlink to update the brochure's name, type, and description.

? Printer Friendly

**INVESTMENT ADVISER**
**Reference #: 54826166218841C**

**Part 2 Brochure Filing**
**Annual Amendment**

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

**Exemption from brochure delivery requirements for SEC-registered advisers**

SEC rules exempt SEC-registered advisers from delivering a firm brochure to some kinds of clients. If these exemptions excuse you from delivering a brochure to *all* of your advisory clients, you do not have to prepare a brochure.

**Yes** **No**

Are you exempt from delivering a brochure to all of your clients under these rules? \*

If no, complete the ADV Part 2 filing below.

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Amend	Retire	Confirm	Action
<a href="#">54321</a>	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	No Change

Upon submission of the filing, and once all completeness checks are passed, the system will prompt you to upload a new file.

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

There are no accounting charges for this filing.

**Part 2 Brochures:**

**BROCHURE UPLOAD**

Brochure ID	Brochure Name	Brochure Type(s)	Action	Filename
-	SAMPLE BROCHURE	Individuals, Financial Planning Services	New	<input style="width: 100%;" type="text"/> <input style="float: right; border: 1px solid gray; border-radius: 3px; font-size: x-small; padding: 2px 5px;" type="button" value="Browse..."/>

## Retire a Brochure

For firms with multiple brochures on file, the Retire brochure option allows a firm to retire brochures describing advisory services that are no longer offered to clients. If a firm has a single brochure, updates must instead be made by amending the brochure.

To retire a brochure, access the appropriate Form ADV amendment filing. From the Part 2 Brochure Filing page, select the **Retire** radio button.

Upon submission of the Form ADV filing retired brochures will be removed from IAPD the following day. However, retired brochures will remain in IARD for historical purposes.

? Printer Friendly

**INVESTMENT ADVISER**
**Reference #: 54826166218841C**

**Part 2 Brochure Filing**
**Annual Amendment**

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

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SEC rules exempt SEC-registered advisers from delivering a firm brochure to some kinds of clients. If these exemptions excuse you from delivering a brochure to *all* of your advisory clients, you do not have to prepare a brochure.

Yes No

Are you exempt from delivering a brochure to all of your clients under these rules? \*

Clear

*If no, complete the ADV Part 2 filing below.*

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Amend	Retire	Confirm	Action
<a href="#">54321</a>	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	No Change

Create New Brochure

« Previous
Save
Next »

### Confirm a Brochure

The Confirm brochure option is only available on a Form ADV Annual Amendment filing. This option allows the firm to confirm that the brochures on file are still current. Upon submission of the filing, the system will not prompt the firm to upload a new version of the brochure.

To confirm a brochure, access the appropriate Form ADV annual updating amendment filing. From the Part 2 Brochure Filing page, click the **Brochure ID** hyperlink to verify that the brochure on file is up to date and select the **Confirm** radio button.

? Printer Friendly

**INVESTMENT ADVISER**
**Reference #: 54826166218841C**

**Part 2 Brochure Filing**
**Annual Amendment**

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

**Exemption from brochure delivery requirements for SEC-registered advisers**

SEC rules exempt SEC-registered advisers from delivering a firm brochure to some kinds of clients. If these exemptions excuse you from delivering a brochure to *all* of your advisory clients, you do not have to prepare a brochure.

Yes No

Are you exempt from delivering a brochure to all of your clients under these rules? \*

*If no, complete the ADV Part 2 filing below.*

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Amend	Retire	Confirm	Action
<a href="#">54321</a>	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	No Change

## Brochure Information in View Organization

Firms can view brochure status and filing information in IARD View Organization.

The **Brochure Status** page displays a list of all brochures submitted by the firm along with the current Brochure Filing Status and the date on which the brochure was last modified.

Brochure Status					
Organization CRD#: <a href="#">0000</a>		Primary Business Name: INVESTMENT ADVISER			
Organization SEC#: 801- 00000		Full Legal Name: INVESTMENT ADVISER, LLC.			
No BD Record		Electronic Filer			
Brochure ID	Brochure Name	Brochure Type(s)	Last Change Date	Brochure Filing Status	Last Version Number
54321	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	09/26/2011	Amended	2

## Brochure Filing Statuses

Status	Description
<b>New</b>	This status is set when a firm files a Form ADV Initial or if a firm files a Form ADV Amendment and attaches a new brochure.
<b>Confirmed</b>	This status is set when a firm files an Annual Amendment and chooses the "Confirm Current Brochure" option, certifying that the current brochure version filed is still valid.
<b>Amended</b>	This status is set when a firm files a Form ADV Amendment and submits an updated brochure.
<b>Retired</b>	This status is set when a firm retires a brochure or when the system retires the brochure because there are no active registrations for a firm.
<b>Archived</b>	This status is set by the system five years after a brochure has been retired.


From the Brochure Status page, click the **Brochure Name** hyperlink to view the Brochure Jurisdiction Status.

Brochure Status					
Organization CRD#: <a href="#">0000</a>		Primary Business Name: INVESTMENT ADVISER			
Organization SEC#: 801- 00000		Full Legal Name: INVESTMENT ADVISER, LLC.			
No BD Record		Electronic Filer			
Brochure ID	Brochure Name	Brochure Type(s)	Last Change Date	Brochure Filing Status	Last Version Number
54321	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	09/26/2011	Amended	2

## Brochure Information in View Organization (Continued)

The **Brochure Jurisdiction Status** page displays the brochure's status with each jurisdiction with which the firm is registered or has applied for registration.

Click the Jurisdiction hyperlink to view a history of the brochure's status in that jurisdiction.

?  Printer Friendly		
<b>Brochure Jurisdiction Status</b>		
<b>Organization CRD#:</b> <a href="#">0000</a>	<b>Primary Business Name:</b> INVESTMENT ADVISER	
<b>Organization SEC#:</b> 801- 00000	<b>Full Legal Name:</b> INVESTMENT ADVISER, LLC.	
<b>No BD Record</b>	<b>Electronic Filer</b>	
<b>Brochure ID:</b>	54321	
<b>Brochure Name:</b>	SAMPLE BROCHURE	
<b>Brochure Type(s):</b>	Individuals, Financial Planning Services	
<b>Current Brochure Filing Status:</b>	Amended	
<b>Version Number:</b>	2	
Jurisdiction	Current Brochure Jurisdiction Status	Status Effective Date
<a href="#">Ohio</a>	Delivered	09/26/2011


## Brochure Jurisdiction Statuses

Status	Description
<b>Accepted</b>	This status is set when a brochure is reviewed and approved by a regulator.
<b>Delivered</b>	This status is set when a brochure is received by a regulator which does not participate in brochure review.
<b>Pending</b>	This status is set when a brochure is pending review by a regulator.
<b>Deficient</b>	This status is set when a brochure is deficient and further action is needed.
<b>Inactive</b>	This status is set when a regulator terminates a firm's registration.
<b>Retired</b>	This status is set when a firm retires a brochure or when the system retires the brochure because there are no active registrations for a firm.
<b>No Status</b>	This status is set by the system if a firm does not have an approved registration with a jurisdiction.


## Brochure Information in View Organization (Continued)

The **Brochure Filing History** page displays a list of brochures submitted by the filing firm.

Click the Brochure Name hyperlink to view previously submitted versions of a brochure.

?  Printer Friendly				
<b>Brochure Filing History</b>				
<b>Organization CRD#:</b> <a href="#">0000</a>		<b>Primary Business Name:</b> INVESTMENT ADVISER		
<b>Organization SEC#:</b> 801- 00000		<b>Full Legal Name:</b> INVESTMENT ADVISER, LLC.		
<b>No BD Record</b>		<b>Electronic Filer</b>		
Brochure ID	Brochure Name	Brochure Type	Last Filing Date	Last Version Number
54321	<a href="#">SAMPLE BROCHURE</a>	Individuals, Financial Planning Services	09/26/2011	<a href="#">2</a>

Click the Version Number hyperlink to view the brochure PDF.

?  Printer Friendly				
<b>Brochure Filing History Detail</b>				
<b>Organization CRD#:</b> <a href="#">0000</a>		<b>Primary Business Name:</b> INVESTMENT ADVISER		
<b>Organization SEC#:</b> 801-00000		<b>Full Legal Name:</b> INVESTMENT ADVISER, LLC.		
<b>No BD Record</b>		<b>Electronic Filer</b>		
<b>Brochure ID:</b>	54321			
<b>Brochure Name:</b>	SAMPLE BROCHURE			
<b>Brochure Type(s):</b>	Individuals, Financial Planning Services			
<b>Current Brochure Filing Status:</b>	Amended			
Filing Date	Filing ID	Form ADV Filing Type	Brochure Status on Filing	Version Number
09/26/2011	558108	Annual Amendment	Amended	<a href="#">2</a>
09/15/2011	557833	SEC Initial, State Initial	New	<a href="#">1</a>