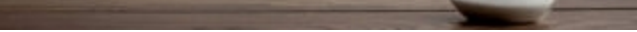


It's the Final Countdown: Being Prepared for Regulation Best Interest

01.09.20



Last year the U.S. Securities and Exchange Commission ("SEC") approved Regulation Best Interest ("Reg BI").^[1] Reg BI requires broker-dealers and their associated persons to act in "the best interest" of a retail customer when recommending a securities transaction or investment strategy. Reg BI applies not only to broker-dealers but also to investment advisors.^[2] It will take...