

will facilitate comparisons across firms.¹⁵²⁴ We believe that providing this information at the prescribed timeframes is appropriate and in ~~[(1) an annual effect on the economy of \$100 million or more; (2) a major increase in costs or prices for consumers or individual industries; or (3) significant adverse effects on competition, investment or innovation.][We request comment on the potential effect of the proposed amendments on the U.S. economy on an annual basis; any potential increase in costs or prices for consumers or individual industries; and any potential effect on competition, investment or innovation. Commenters are requested to provide empirical data and other factual support for their views to the extent possible.]~~the public interest and will improve investor protection by helping retail investors to make a more informed choice among the types of firms and services available to them. Because we view investor confusion about brokerage and advisory services as an issue for many retail investors who are clients and customers of advisers and broker-dealers, it will be inconsistent with the purpose of the relationship summary to specify different requirements for small entities.¹⁵²⁵

~~[VIII.]~~ VII. STATUTORY AUTHORITY

The Commission is ~~[proposing]~~ adopting amendments to rule 203-1 under the Advisers Act pursuant to authority set forth in sections 203(c)(1), 204, and 211(a) of the Investment Advisers Act of 1940 [15 U.S.C. 80b-3(c)(1), 80b-4, and 80b-11(a)].

The Commission is ~~[proposing]~~ adopting amendments to rule 204-1 under the Advisers Act pursuant to authority set forth in sections 203(c)(1) and 204 of the Investment Advisers Act of 1940 [15 U.S.C. 80b-3(c)(1) and 80b-4].

The Commission is ~~[proposing]~~ adopting new rule 204-5 under the Advisers Act pursuant to authority set forth in sections 204, 206A, 206(4), 211(a), and 211(h) of the Investment Advisers

Act of 1940 [15 U.S.C. 80b-4, 80b-6a, 80b-6(4), 80b-11(a), 80b-11(h)], and section 913(f) of Title IX of the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 (the “Dodd-Frank Act”).

¹⁵²⁴ [See supra Sections I and IV.](#)

¹⁵²⁵ [See supra Sections I and IV \(discussing investor confusion\).](#)

The Commission is [~~proposing~~ adopting] amendments to rule 279.1, Form ADV, under section 19(a) of the Securities Act of 1933 [15 U.S.C. 77s(a)], sections 23(a) and 28(e)(2) of the Securities Exchange Act of 1934 [15 U.S.C. 78w(a) and 78bb(e)(2)], section 319(a) of the Trust Indenture Act of 1939 [15 U.S.C. 7sss(a)], section 38(a) of the Investment Company Act of 1940 [15 U.S.C. ~~U.S.C.~~ 80a-37(a)], and sections 203(c)(1), 204, 206A, 211(a) and 211(h), and of the Investment Advisers Act of 1940 [15 U.S.C. 80b-3(c)(1), 80b-4, 80b-6a, 80b-11(a) and 80b-11(h)], and section 913(f) of Title IX of the Dodd-Frank Act.

The Commission is [~~proposing~~ adopting amendments] to [~~amend~~] rule 204-2 under the Advisers Act pursuant to authority set forth in sections 204 and 211 of the Advisers Act [15 U.S.C. 80b-4 and 80b-11].

The Commission is [~~proposing~~ adopting] new rule 17a-14 under the Exchange Act, Form CRS, and amendments to rules 17a-3 and 17a-4 under the Exchange Act pursuant to the authority set forth in the Exchange Act [~~and particularly~~] sections 3, 10, 15, 15(c)(6), 15(D), 17, 23 and 36 thereof 15 U.S.C. 78c, 78j, 78o, 78o(c)(6), 78o(D), 78q, 78w and 78mm, and section 913(f) of Title IX of the Dodd-Frank Act.

The Commission is [~~proposing new rules 15l-2 and 15l-3 under the authority set forth in sections 10, 15, 23, and 36 of the Securities Exchange Act of 1934 [15 U.S.C. 78j, 78o, 78w, and 78mm] and new rule 211h-1~~] adopting amendments to rule 800 under the Organization; Conduct and Ethics; and Information and Requests pursuant to the authority set forth in PRA sections [~~211(h), 206A, 211(a) of the Investment Advisers Act of 1940 [15 U.S.C. 80b-11(h), 80b-6a, 80b-11(a)]~~] 3506 and 3507 [44 U.S.C. 3506, 3507].

[~~IX.~~] TEXT OF THE RULE AND FORM

List of Subjects in 17 CFR Part 200

Administrative practice and procedure, Organization and functions

(Government agencies).

List of Subjects in 17 CFR Parts 240 and 249

Brokers, Reporting and recordkeeping requirements, Sales practice and disclosure requirements, Securities.

List of Subjects in 17 CFR Parts 275 and 279

Investment advisers, Reporting and recordkeeping requirements, Securities.

[TEXT OF PROPOSED RULES]

For the reasons set out in the preamble, title 17, chapter II of the Code of Federal Regulations is [~~proposed to be~~] amended as follows:

PART 200 – ORGANIZATION; CONDUCT AND ETHICS; AND INFORMATION AND REQUESTS

Subpart N – Commission Information Collection Requirements Under the Paperwork Reduction Act: OMB Control Numbers

1. The authority citation for part 200 subpart N continues to read as follows:

Authority: 44 U.S.C. 3506; 44 U.S.C. 3507.

2. Section 200.800 in paragraph (b) is amended by adding an entry in numerical order by part and section number for “Form CRS” to read as follows:

§200.800 OMB control numbers assigned pursuant to the Paperwork Reduction Act.

* * * * *
(b) * * *

<u>Information collection requirement</u>	<u>17 CFR part or section where identified and described</u>	<u>Current OMB control No.</u>
	<u>* * * * *</u>	
<u>Form CRS</u>	<u>249.640</u>	<u>3235-0766</u>

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PART 240 – GENERAL RULES AND REGULATIONS, SECURITIES

EXCHANGE ACT OF 1934

~~[1.]~~The general authority citation for part 240 continues to read as follows and sectional [~~authorities~~]authority for [~~240.15f-2, 240.15f-3, and~~]240.17a-14 [~~are~~]is added to read as follows:

Authority: 15 U.S.C. 77c, 77d, 77g, 77j, 77s, 77z-2, 77z-3, 77eee, 77ggg, 77nnn, 77sss, 77ttt, 78c, 78c-3, 78c-5, 78d, 78e, 78f, 78g, 78i, 78j, 78j-1, 78k, 78k-1, 78l, 78m, 78n, 78n-1, 78o, 78o-4, 78o-10, 78p, 78q, 78q-1, 78s, 78u-5, 78w, 78x, 78ll, 78mm, 80a-20, 80a-23, 80a-29, 80a-37, 80b-3, 80b-4, 80b-11, 7201 *et seq.*; and 8302; 7 U.S.C. 2(c)(2)(E); 12 U.S.C. 5221(e)(3); 18 U.S.C. 1350; and Pub. L. 111-203, 939A, 124 Stat. 1887 (2010); and secs. 503 and 602, Pub. L. 112-106, 126 Stat. 326 (2012), unless otherwise noted.

* * * * *

~~[Section 240.15f-2 is also issued under Pub. L. 111-203, sec. 913, 124 Stat. 1376 (2010).]~~

~~[Section 240.15f-3 is also issued under Pub. L. 111-203, sec. 913, 124 Stat. 1376 (2010).]~~

Section 240.17a-14 is also issued under Pub. L. 111-203, sec. 913, 124 Stat. 1376 (2010).

* * * * *

~~[2. Section 240.15f-2 is added to read as follows:]~~

~~[§240.15f-2 Use of the Term “Adviser” or “Advisor”.]~~

~~[(a) A broker or dealer, or a natural person who is an associated person of a broker or dealer shall be restricted, when communicating with a retail investor, from using as part of a name or title the term “adviser” or “advisor” unless any such:]~~

~~[(1) Broker or dealer is an investment adviser registered under Section 203 of the~~

~~Investment Advisers Act of 1940 or with a State, or]~~

~~[(2) Natural person who is an associated person of a broker or dealer is a supervised person of an investment adviser registered under Section 203 of the Investment Advisers Act of]~~

~~[1940 or with a State, and such person provides investment advice on behalf of such investment adviser.]~~

~~[(b) The term *retail investor* has the meaning set forth in §240.17a-14.]~~

~~[3. Section 240.151-3 is added to read as follows:]~~

~~**[§240.151-3 Disclosure of Registration Status.]**~~

~~[(a) A broker or dealer shall prominently disclose that it is registered with the Commission as a broker-dealer in print or electronic retail investor communications.]~~

~~[(b) A natural person who is an associated person of a broker or dealer shall prominently disclose that he or she is an associated person of a broker-dealer registered with the Commission in print or electronic retail investor communications.]~~

~~[(c) Such disclosures in paragraphs (a) and (b) shall be provided in the following manner:]~~

~~[(1) For print communications, such status must be displayed in a type size at least as large as and of a font style different from, but at least as prominent as, that used in the majority of the communication. In addition, such disclosure must be presented in the body of the communication and not in a footnote.]~~

~~[(2) For electronic communications, or in any publication by radio or television, such disclosure must be presented in a manner reasonably calculated to draw retail investor attention to it.]~~

~~[(d) The term *retail investor* has the meaning set forth in §240.17a-14.]~~

2. Section 240.17a-3 is amended by adding paragraph (a)(24) to read as follows:

§240.17a-3 Records to be made by certain exchange members, brokers and dealers.

(a) * * *

(24) A record of the date that each Form CRS was provided to each retail investor, including any Form CRS provided before such retail investor opens an account.

* * * * *

3. Section 240.17a-4 is amended by adding paragraph (e)(10) to read as follows:

§240.17a-4 Records to be preserved by certain exchange members, brokers and dealers.

* * * * *

* * *

(10) All records required pursuant to §240.17a-3(a)(24), as well as a copy of each Form CRS, until at least six years after such record or Form CRS is created.

* * * * *

4. Section 240.17a-14 is added to read as follows:

§240.17a-14 Form CRS, for preparation, filing and delivery of Form CRS.

(a) *Scope of Section.* This section shall apply to every broker or dealer registered with the Commission pursuant to section 15 of the Act that offers services to a retail investor.

(b) *Form CRS.* You must:

(1) Prepare Form CRS 17 CFR 249.640, by following the instructions in the form.

(2) File your current Form CRS electronically with the Commission through the

~~[Commission's EDGAR system]~~ Central Registration Depository ("Web CRD[®]") operated by the Financial Industry Regulatory Authority, Inc., and thereafter, file an amended Form CRS in accordance with the instructions in ~~[the form]~~ Form CRS.

(3) Amend your Form CRS as required by the instructions in the form.

(c) *Delivery of Form CRS.* You must:

(1) Deliver to each retail investor your current Form CRS before or at the ~~[time]~~ earliest of:

(i) A recommendation of an account type, a securities transaction; or an investment strategy involving securities;

(ii) Placing an order for the retail investor~~[first engages your services]~~; or

(iii) The opening of a brokerage account for the retail investor.

(2) Deliver to each retail investor who is an existing customer your current Form CRS before or at the time ~~[the]~~ you:

(i) Open a new account~~[is opened]~~ that is different from the retail investor's existing account(s);~~[-or (ii) changes are made to the retail investor's existing account(s) that would materially change the nature and scope of the relationship with the retail investor, including before or at the time.]~~you~~[recommend that the retail investor transfers from an advisory account to a brokerage account, transfers from a brokerage account to an advisory account, or moves assets from one type of account to another in a transaction not in the normal, customary or already agreed course of dealing. Whether a change would require delivery of the Form CRS would depend on the specific facts and circumstances.]~~

(ii) Recommend that the retail investor roll over assets from a retirement account into a new or existing account or investment; or

(iii) Recommend or provide a new brokerage service or investment that does not necessarily involve the opening of a new account and would not be held in an existing account.

(3) Post the current Form CRS prominently on your ~~[Web site]~~public Website, if you have one, in a location and format that is easily accessible for retail investors.

(4) Communicate any changes made to Form CRS to each retail investor who is an existing customer within ~~[30]~~60 days after the amendments are required to be made and without charge. The communication can be made by delivering the ~~[current]~~amended Form CRS or by communicating the information ~~[in]~~through another ~~[way]~~disclosure that is delivered to the retail investor.

(5) Deliver a current Form CRS to each retail investor within 30 days upon request.

(d) *Other disclosure obligations.* Delivering a Form CRS in compliance with this section does not relieve you of any other disclosure obligations arising under the federal securities laws and regulations or other laws or regulations (including the rules of a self-regulatory organization).

(e) *Definitions.* For purposes of this section:

(1) *Current Form CRS* means the most recent version of the Form CRS.

(2) *Retail investor* means a ~~[customer or prospective customer who is a natural person (an individual). This term includes a trust or other similar entity that represents natural persons, even if another person is a trustee or managing agent of the trust]~~ natural person, or the legal representative of such natural person, who seeks to receive or receives services primarily for personal, family or household purposes.

(f) *Transition rule.* (1) ~~[You]~~ If you are registered with the Commission prior to June 30, 2020,

pursuant to Section 15 of the Act, you must file your initial Form CRS with the Commission in accordance with section (b)(2) of this section, beginning on May 1, 2020 and by no later than June 30, 2020.

(2) On or after June 30, 2020, if you file an application for registration with the Commission or have an application for registration pending with the Commission as a broker or dealer pursuant to Section 15 of the Act, you must begin to comply with this section by ~~[INSERT DATE SIX MONTHS AFTER EFFECTIVE DATE OF RULES/FORM]~~ the date on which your registration application becomes effective pursuant to Section 15 of the Act, including by filing your Form CRS in accordance with paragraph (b)(2) of this section ~~[by that date]~~.

(3) Within 30 days after the date by which you are first required by paragraph (f) ~~(4)~~ of this section to electronically file your initial Form CRS with the Commission, you must deliver to each of your existing customers who is a retail investor your current Form CRS.

(4) ~~[After [INSERT DATE SIX MONTHS AFTER EFFECTIVE DATE OF RULES/FORM], if you are a newly registered broker or dealer that is subject]~~ As of the date by which you are first required to electronically file your Form CRS with the Commission pursuant to this section, you must begin using your Form CRS as required to comply with ~~[this section by the date on which your registration with the Commission]~~ becomes effective

~~pursuant to Section 15(b) of the Act, including by filing your Form CRS in accordance with paragraph (b)(2)~~ paragraph (c) of this ~~[section by that date]~~ rule.

EDITORIAL NOTE: For FEDERAL REGISTER citations affecting Form CRS, see the List of CFR Sections Affected, which appears in the Finding Aids section of the printed volume and at *www.fdsys.gov*.

PART 249 – FORMS, SECURITIES EXCHANGE ACT OF 1934

5. The authority citation for part 249 is amended by revising the general authority and adding sectional ~~[authorities]~~ authority for 249.640 to read as follows:

Authority: 15 U.S.C. 78a *et seq.* and 7201 *et seq.*; 12 U.S.C. 5461 *et seq.*; 18 U.S.C. 1350; Sec. 953(b), Pub. L. 111-203, 124 Stat. 1904; Sec. 102(a)(3), Pub. L. 112-106, 126 Stat. 309 (2012); Sec. 107, Pub. L. 112-106, 126 Stat. 313, (2012), and Sec. 72001, Pub. L. 114-94, 129 Stat. 1312 (2015), unless otherwise noted.

* * * * *

Section 249.640 is also issued under Pub. L. 111-203, sec. 913, 124 Stat. 1376 (2010).

* * * * *

6. Section 249.640 is added to read as follows:

§249.640 Form CRS, Relationship Summary for ~~[Broker-]~~ Brokers and Dealers Providing Services to Retail Investors, pursuant to §240.17a-14 of this chapter.

This form shall be prepared and filed by ~~[broker-]~~ brokers and dealers registered with the Securities and Exchange Commission pursuant to Section 15 of the Act that offer services to a retail investor pursuant to §240.17a-14 of this chapter.

PART 275 – RULES AND REGULATIONS, INVESTMENT ADVISERS ACT OF 1940

7. The general authority citation for part 275 continues to read as follows and

sectional authorities for 275.204-5 and 275.211h-1 are added to read as follows:

Authority: 15 U.S.C. 80b-2(a)(11)(G), 80b-2(a)(11)(H), 80b-2(a)(17), 80b-3, 80b-4, 80b-4a, 80b-6(4), 80b-6a, and 80b-11, unless otherwise noted.

* * * * *

Section 275.204-5 is also issued under sec. 913, Pub. L. 111-203, sec. 124 Stat. 1827-28 (2010).

Section 275.211h-1 is also issued under sec. 913, Pub. L. 111-203, sec. 124 Stat. 1827-28 (2010).

* * * * *

8. Amend §275.203-1 by revising paragraph (a) to read as follows:

§275.203-1 Application for investment adviser registration.

(a) *Form ADV.* (1) To apply for registration with the Commission as an investment adviser, you must complete Form ADV (17 CFR 279.1) by following the instructions in the form and you must file Part 1A of Form ADV, the firm brochure(s) required by Part 2A of Form ADV and Form CRS required by Part 3 of Form ADV electronically with the Investment Adviser Registration Depository (IARD) unless you have received a hardship exemption under §275.203-3. You are not required to file with the Commission the brochure supplements required by Part 2B of Form ADV.

(2)(i) [~~After [INSERT DATE SIX MONTHS AFTER EFFECTIVE DATE OF RULES/FORM]~~ On or after June 30, 2020, the Commission will not accept any initial application for registration as an investment adviser that does not include a Form CRS that satisfies the requirements of Part 3 of Form ADV.

(ii) Beginning on May 1, 2020, any initial application for registration as an investment adviser filed prior to June 30, 2020, must include a Form CRS that satisfies the requirements of Part 3 of Form ADV by no later than June 30, 2020.

NOTE TO PARAGRAPH (a)(1): Information on how to file with the IARD is available on the Commission's [~~Web site~~ [website](http://www.sec.gov/iard)] at <http://www.sec.gov/iard>. If you are not required to deliver a brochure or Form CRS to any clients, you are not required to prepare or file a brochure or Form CRS, as applicable, with the Commission. If you are not required to deliver a brochure supplement to any clients for any particular supervised person, you are not required to prepare a brochure supplement for that supervised person.

* * * * *

9. Amend §275.204-1 by revising paragraphs (a) and (b), [adding paragraph \(e\), and redesignating and revising the note following paragraph \(b\)](#) to read as follows:

§275.204-1 Amendments to Form ADV.

(a) *When amendment is required.* You must amend your Form ADV (17 CFR 279.1):

(1) Parts 1 and 2:

- (i) At least annually, within 90 days of the end of your fiscal year; and
- (ii) More frequently, if required by the instructions to Form ADV.

(2) Part 3 at the frequency required by the instructions to Form ADV.

(b) *Electronic filing of amendments.* (1) Subject to paragraph (~~(b)(3)~~ (c)) of this rule, you must file all amendments to Part 1A, Part 2A₃ and Part 3 of Form ADV electronically with the IARD, unless you have received a continuing hardship exemption under §275.203-3. You are not required to file with the Commission amendments to brochure supplements required by Part 2B of Form ADV.

(2) If you have received a continuing hardship exemption under §275.203-3, you must, when you are required to amend your Form ADV, file a completed Part 1A, Part 2A and Part 3 of Form ADV on paper with the SEC by mailing it to FINRA.

* * * * *

(e) *Transition to* ~~[filing Form CRS. You]~~ Filing Form CRS. If you are registered with the Commission or have an application for registration pending with the Commission prior to June 30, 2020, you must amend your Form ADV by electronically filing with ~~[the-~~]IARD your initial Form CRS that satisfies the requirements of Part 3 of Form ADV (as amended effective ~~[INSERT EFFECTIVE DATE OF RULES/FORM]) as part of the next annual updating amendment you are required to file after [INSERT DATE SIX MONTHS AFTER EFFECTIVE DATE OF RULES/FORM].~~ June 30, 2019) beginning on May 1, 2020 and by no later than June 30, 2020.

NOTE TO PARAGRAPHS (a), (b) AND (~~(b)~~(c)): Information on how to file with the IARD is available on our Web site at <http://www.sec.gov/iard>. For the annual updating amendment: Summaries of material changes that are not included in the adviser's brochure must be filed with the Commission as an exhibit to Part 2A in the same electronic file; and if you are not required to prepare a brochure, a summary of material changes, an annual updating amendment to your brochure, or Form CRS you are not required to file them with the Commission. See the instructions for Part 2A and Part 3 of Form ADV.

* * * * *

10. Section 275.204-2 is amended by revising paragraph (a)(14)(i) as follows:

§275.204-2 Books and records to be maintained by investment advisers.

(a) * * * ~~[-(14)]~~

(14)(i) A copy of each brochure, brochure supplement and Form CRS, and each amendment or revision to the brochure, brochure supplement and Form CRS, that satisfies the

requirements of Part 2 or Part 3 of Form ADV, as applicable [17 CFR 279.1]; any summary of material changes that satisfies the requirements of Part 2 of Form ADV but is not contained in the brochure; and a record of the dates that each brochure, brochure supplement and Form CRS, each amendment or revision thereto, and each summary of material changes not contained in a brochure[~~-was~~] given to any client or to any prospective client who subsequently becomes a client.

* * * * *

11. Section 275.204-5 is added to read as follows:

§275.204-5 Delivery of Form CRS.

(a) *General requirements.* If you are registered under the Act as an investment adviser, you must deliver Form CRS, required by Part 3 of Form ADV [17 CFR 279.1], to each retail investor.

(b) *Delivery requirements.* You (or a supervised person acting on your behalf) must:

(1) Deliver to each retail investor your current Form CRS before or at the time you enter into an investment advisory contract with that retail investor.

(2) Deliver to each retail investor who is an existing client your current Form CRS before or at the time ~~[(+)]~~you:

(i) Open a new account[~~-is opened~~] that is different from the retail investor's existing account(s);~~[or (ii) changes are made to the retail investor's existing account(s) that would materially change the nature and scope of the relationship with the retail investor, including][before or at the time you recommend that the retail investor transfers from an advisory account to a brokerage account, transfers from a brokerage account to an advisory account, or moves assets from one type of account to another in a transaction not in the normal, customary or already agreed course of dealing. Whether a change would require delivery of the Form CRS would depend on the specific facts and circumstances.]~~

(ii) Recommend that the retail investor roll over assets from a retirement account into a new or existing account or investment; or

(iii) Recommend or provide a new investment advisory service or investment that

does not necessarily involve the opening of a new account and would not be held in an existing account.

(3) Post the current Form CRS prominently on your [~~Web site~~]website, if you have one, in a location and format that is easily accessible for retail investors.

(4) Communicate any changes made to Form CRS to each retail investor who is an existing client within [~~30~~]60 days after the amendments are required to be made and without charge. The communication can be made by delivering the amended Form CRS or by communicating the information [~~in~~]through another [~~way~~]disclosure that is delivered to the retail investor.

(5) Deliver a current Form CRS to each retail investor within 30 days upon request.

(c) *Other disclosure obligations.* Delivering Form CRS in compliance with this section does not relieve you of any other disclosure obligations you have to your retail investors under any federal or state laws or regulations.

(d) *Definitions.* For purposes of this section:

(1) *Current Form CRS* means the most recent version of the Form CRS.

(2) *Retail investor* means a [~~client or prospective client who is a natural person (an individual). This term includes a trust or other similar entity that represents natural persons, even if another person is a trustee or managing agent of the trust~~]natural person, or the legal representative of such natural person, who seeks to receive or receives services primarily for personal, family or household purposes.

(3) *Supervised person* means any of your officers, partners or directors (or other persons occupying a similar status or performing similar functions) or employees, or any other person who provides investment advice on your behalf.

(e) *Transition rule.* ~~[(+)]~~ (1) Within 30 days after the date by which you are first required by §275.204-1(b)(3) to electronically file your Form CRS with the Commission, you must deliver to each of your existing clients who is a retail investor your current Form CRS as required by Part 3 of Form ADV.

(2) As of the date by which you are first required to electronically file your Form CRS with the Commission, you must begin using your Form CRS as required by Part 3 of Form ADV to comply with the requirements of paragraph (b) of this section.

~~[14.Section 275.211h-1 is added to read as follows:]~~

~~[§275.211h-1 Disclosure of Registration Status.]~~

~~[(a)An investment adviser registered under section 203 of the Act shall prominently disclose that it is registered with the Commission as an investment adviser in print or electronic retail investor communications.]~~

~~[(b)A supervised person of an investment adviser registered under section 203 of the Act shall prominently disclose that he or she is a supervised person of an investment adviser registered with the Commission in print or electronic retail investor communications.]~~

~~[(c)Such disclosures in paragraphs (a) and (b) of this section shall be provided in the following manner:]~~

~~[(1)For print communications, such status must be displayed in a type size at least as large as and of a font style different from, but at least as prominent as, that used in the majority of the communication. In addition, such disclosure must be presented in the body of the communication and not in a footnote.]~~

~~[(2)For electronic communications, or in any publication by radio or television, such disclosure must be presented in a manner reasonably calculated to draw retail investor attention~~

~~to it.]~~

~~[(d)The term *retail investor* has the meaning set forth in Rule 204-5 (§275.204-5 of this chapter).]~~

**PART 279 – FORMS PRESCRIBED UNDER THE INVESTMENT ADVISERS ACT
OF 1940**

12. The authority citation for part 279 is revised to read as follows:

Authority: The Investment Advisers Act of 1940, 15 U.S.C. 80b-1, *et seq.*, Pub. L. 111-203, 124 Stat. 1376.

13. Form ADV [referenced in §279.1] is amended by:

a. In the instructions to the form, revising the section entitled “Form ADV: General Instructions.” The revised version of Form ADV: General Instructions is attached as Appendix A;

b. In the instructions to the form, adding the section entitled “Form ADV, Part 3: Instructions to Form CRS.” The new version of Form ADV, Part 3: Instructions to Form CRS is attached as Appendix B.

Dated: June 5, 2019

By the Commission.

~~[Dated: April 18, 2018. Brent J.~~

~~Fields,]~~Vanessa A.

Countryman Acting

Secretary[.]

Note: The [~~text of Form ADV does not and the amendments~~][appendices](#) will not appear in the Code of Federal Regulations.

APPENDICES

Document comparison by Workshare 9.5 on Wednesday, June 05, 2019 4:31:12 PM

Input:	
Document 1 ID	file://F:\SEC Standards of Conduct\Proposed Form CRS -- Rule Text.pdf
Description	Proposed Form CRS -- Rule Text
Document 2 ID	file://F:\SEC Standards of Conduct\Final Rules\Form CRS Rule Text.pdf
Description	Form CRS Rule Text
Rendering set	MLB Set 1

Legend:	
<u>Insertion</u>	
[Deletion]	
Moved from	
<u>Moved to</u>	
Style change	
Format change	
Moved deletion	
Inserted cell	
Deleted cell	
Moved cell	
Split/Merged cell	
Padding cell	

Statistics:	
	Count
Insertions	124
Deletions	93
Moved from	2
Moved to	2
Style change	0
Format changed	0
Total changes	221