

Rebuilding Trust in the Investment World

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Definition: Trust

noun

1 the state of being responsible for someone or something

verb

1 to confidently allow someone to have, use, or look after someone or something of importance or value



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East Capitol Street

The U.S. government's role in restoring trust.



Wall Street

Opportunities for financial industry to restore trust.



Main Street

The public's responsibility to protect themselves.



Dodd-Frank Act 2010

Enhanced:

- Oversight
- Disclosures
- Accountability

Unresolved:

- Regulatory Plan
- Fiduciary Standard of Care
- Consumer Confusion



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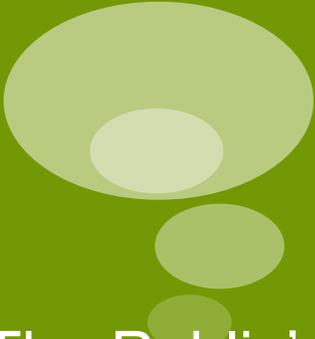


Becoming a “Trusted Advisor”



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The Public's Self-Defense

Due Diligence



Restoring Trust: A Shared Responsibility

