

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.

For purposes of the IARD system, Part 2 of the Form ADV is referred to as the "Brochure." The document must be converted to a text-searchable, PDF file before submission to the IARD system. Access IARD at <https://crd.finra.org/iad>.

This navigation guide provides instructions on how to:

- Submit Part 2 of Form ADV
- Amend, Retire, and Confirm a Brochure
- View Brochure Status
- View Brochure Filing History
- Perform a Brochure Search

Submitting a Brochure

1. From the **Forms** section of the IARD Site Map, click the appropriate Form ADV filing type. (e.g., Submit an other-than-annual amendment to your registration).

NOTE: The ADV Part 2 Guidance section contains links to IARD system instructions on www.iard.com and filing guidance pages on www.nasaa.org and www.sec.gov.

Select ADV Filing

- New Filing
- Pending Filing
- Historical Filing

ADV - New Filing

Existing registrants click here for important information regarding your first IARD filing.

Transition:

[Submit Transition Notice Filings](#)

[Submit Transition Registrations](#)

ADV Filing Types:

[Apply for registration as an investment adviser with the SEC](#)

[Apply for registration as an investment adviser with one or more states](#)

[Submit an annual updating amendment to your registration for your fiscal year ended December, \[\]](#)

[Submit an other-than-annual amendment to your registration](#)

ADV Part 2 Guidance:

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

2. Click on the **Part 2** hyperlink in the navigation panel to display the *Part 2 Brochure Filing* screen.
3. Click **Create New Brochure**.

4. Complete the following required fields:
 - Brochure Name
 - Brochure Types
5. Click **Save**.
6. Click **Part 2** from the navigation panel.

NOTE: If **Other** is selected as the Brochure Type, a text box displays, prompting you to specify the brochure type. Also, after clicking **Save**, an additional pop-up message will display if the firm does not have a brochure in the IARD system to clarify when brochures are attached and processed as part of the filing.

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?"

7. Click **Submit Filing** from the navigation panel.

The screenshot shows the 'Submit Filing' step in the ADV Part 2 process. The left navigation pane has 'Submit Filing' selected. The main area displays 'SECURITIES FIRM' and 'Part 2 Brochure Filing'. Below this is a table for managing brochures:

| Brochure ID | Brochure Name | Brochure Type(s) | Update | Retire | Action |
|-------------|--------------------------------------|------------------|-----------------------|-----------------------|----------------------------|
| - | ADV PART II BROCHURE | Individuals | <input type="radio"/> | <input type="radio"/> | New Delete |

Buttons at the bottom include 'Previous', 'Save', 'Next', and 'Reset'. A 'Create New Brochure' button is also present below the table.

NOTE: The **Update/Retire** radio buttons are only available for brochures previously submitted.

All Completeness Check Errors must be cleared prior to submission.

The screenshot shows the 'Submit Filing' step with a red error message: "This filing cannot be submitted, due to the following completeness errors:". The error details are as follows:

| Error Location | Error Description |
|---|--------------------------------------|
| Domestic Investment Adviser Execution | Domestic Execution must be completed |

Additional messages above the error table include: "Please double-check the contact employee information you have provided in Item 1.J., especially the contact employee e-mail address, to ensure that it is current. You are required to amend this information promptly if it becomes inaccurate in any way." and "One or more individual names have changed since your last filing." A reminder states: "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."

- From the *Submission* screen, click **Browse** to locate the brochure on your computer. The *Submission* screen will only display once all completeness checks have been passed.

Submission

- Completeness Check
- Submit Filing**
- Print Preview

Form ADV

- Instructions
- Item 1 Identifying Information
- Item 2 SEC Registration
- 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 - Assets Under Management
- Item 5 Information About Your Advisory Business - Other

SECURITIES FIRM Reference #:910490962152A3B

Submit Filing

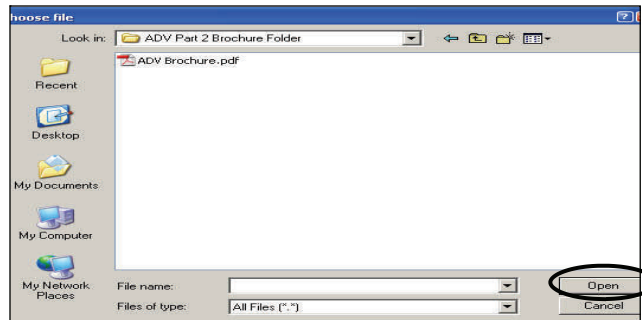
ADV on-line completeness checks passed successfully.

There are no Accounting Charges for this Filing.

Part 2 Brochures:

| BROCHURE UPLOAD | | | | |
|-----------------|----------------------|------------------|--------|---------------------------------------|
| Brochure ID | Brochure Name | Brochure Type(s) | Action | Filename |
| - | ADV PART II BROCHURE | Individuals | New | <input type="text"/> Browse... |

- Select the appropriate brochure and click **Open**. Once a Brochure is submitted to the IARD system, it will be made available to the public via the IAPD system; therefore, users should ensure they are attaching the correct file prior to submission.



After the upload is complete, the File name field is populated with the location of the brochure, as shown on the screen below.

- Click **Submit Filing**.

Submission

- Completeness Check
- Submit Filing**
- Print Preview

Form ADV

- Instructions
- Item 1 Identifying Information
- Item 2 SEC Registration
- 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 - Assets Under Management
- Item 5 Information About Your Advisory Business - Other

SECURITIES FIRM Reference #:911059063952A3C

Submit Filing

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 |
| - | ADV PART II BROCHURE | Individuals | New | C:\Documents and Settings\Desktop\ADV Brochure.pdf Browse... |

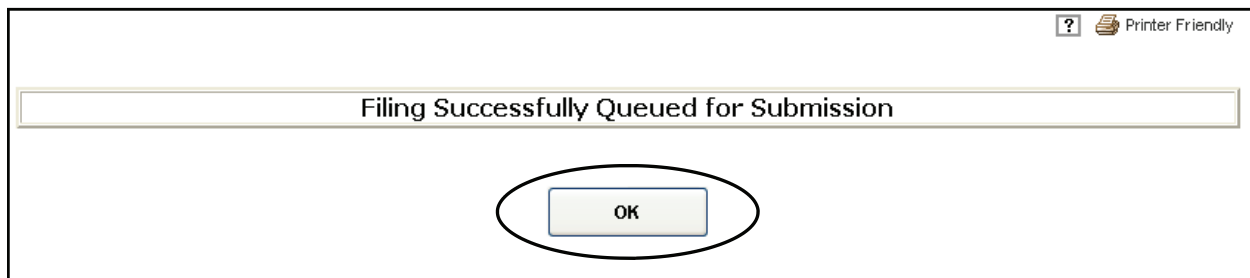
The following warning message displays after the Submit Filing button has been clicked:



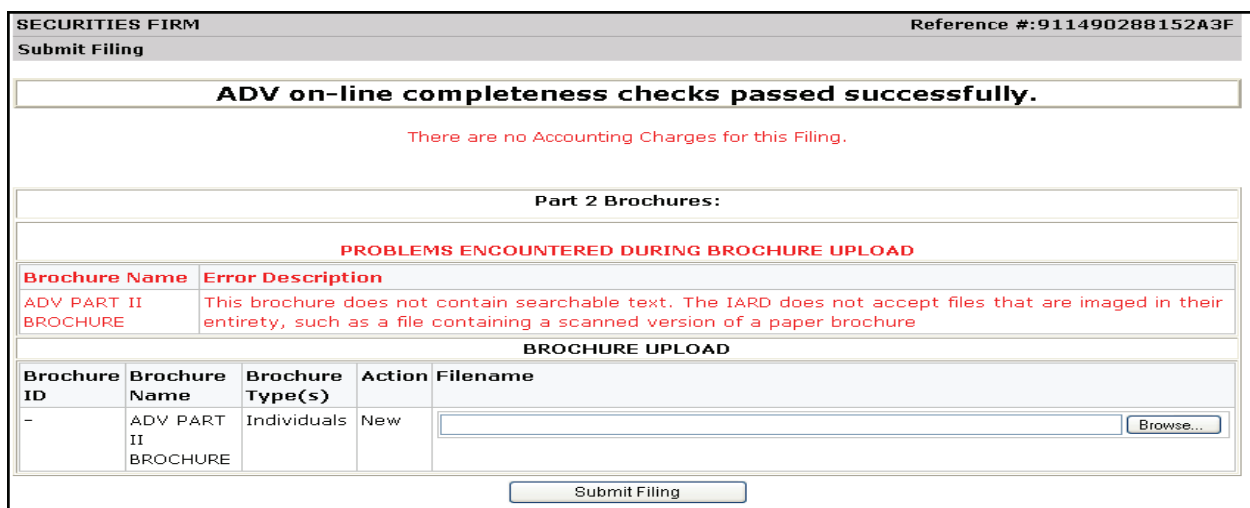
11. Click **OK**.

A screen displays, notifying the user that the filing has been queued for submission.

12. Click **OK**.



Brochures must be in PDF format and must be text-searchable. If the file does not meet this requirement, the following error message displays.



Amending a Brochure

The Amend brochure option allows a firm to update their Brochure Name, Brochure Description, and/or Brochure Type for a brochure that is already on file. Prior to submission, the firm will be able to upload the updated version of the brochure.

To amend a brochure complete the following steps:

1. Access the appropriate ADV filing (e.g., Other than Annual Amendment).
2. Click **Part 2** hyperlink from the navigation panel.
3. Click the **Update** Radio button.
3. If applicable, click the appropriate **Brochure Name** hyperlink to amend the Brochure Name, Brochure Type and/or Brochure Description.

The information was saved. Reference #: 911768946452A41

SECURITIES FIRM
Part 2 Brochure Filing

Amend, retire or file new brochures:

| Brochure ID | Brochure Name | Brochure Type(s) | Update | Retire | Action |
|----------------------|---|----------------------------|----------------------------------|-----------------------|------------------------------|
| 9369 | ADV PART II BROCHURE | Individuals | <input type="radio"/> | <input type="radio"/> | No Change |
| 9370 | PENSION BROCHURE | Pension consulting | <input type="radio"/> | <input type="radio"/> | No Change |
| 9371 | HIGH NET WORTH BROCHURE | High net worth individuals | <input checked="" type="radio"/> | <input type="radio"/> | Amend Cancel |

Create New Brochure

Previous Save Next Reset

4. Enter the updated information.
5. Click **Save**.
6. Attach and submit the latest version of the brochure. Refer to the Submitting a Brochure section on page 1 for steps on how to attach a brochure and submit a Part 2 filing.

NOTE: The Update radio button is automatically selected once the Brochure information is updated and saved.

Prior to submission, firm users have the option to cancel an amendment to a brochure by selecting the **Cancel** hyperlink and then clicking **Save** when the following message displays: "Are you sure you want to cancel this brochure edit?" Click the **Brochure ID** hyperlink to view the latest version of the brochure.

Retiring 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 be made by amending the brochure as described on page 6.

1. Access the appropriate ADV filing (e.g., Other than Annual Amendment).
2. Click the **Part 2** hyperlink from the navigation panel.
3. Click the **Retire** radio button associated with the brochure you wish to retire.

The information was saved.

SECURITIES FIRM Reference #:922894876152A42

Part 2 Brochure Filing

Amend, retire or file new brochures:

| Brochure ID | Brochure Name | Brochure Type(s) | Update | Retire | Action |
|----------------------|---|----------------------------|-----------------------|----------------------------------|-------------------------------|
| 9369 | ADV PART II BROCHURE | Individuals | <input type="radio"/> | <input type="radio"/> | No Change |
| 9371 | HIGH NET WORTH BROCHURE | High net worth individuals | <input type="radio"/> | <input type="radio"/> | No Change |
| 9370 | PENSION BROCHURE | Pension consulting | <input type="radio"/> | <input checked="" type="radio"/> | Retire Cancel |

Create New Brochure

Previous Save Next Reset

4. Click **Save**.
5. Submit Form ADV Filing.

Prior to submission, firm users have the option to cancel a request to retire a brochure by selecting the **Cancel** hyperlink and then clicking **Save** when the following message displays: "Are you sure you want to cancel this brochure edit?"

NOTE: The IARD system will not allow you to retire all of your firm's brochures or the last brochure on file on a Form ADV filing. The system will retire all brochures on file for your firm upon submission of a Form ADV-W filing.

Confirming a Brochure

The Confirm brochure option is only available when a firm files its Annual Amendment. This allows the firm to confirm that the brochures on file are still current without having to upload a new version. Upon submission of the filing, the system will not prompt the firm to upload a new version of the brochure.

1. Access the appropriate ADV filing (e.g., Annual Amendment).
2. Click the **Part 2** hyperlink from the navigation panel.
3. Verify that the brochure on file is up to date. Clicking the **Brochure ID** hyperlink associated with the specific brochure to review the current version.

4. Select the **Confirm** radio button.

| Brochure ID | Brochure Name | Brochure Type(s) | Update | Retire | Confirm | Action |
|-------------|-------------------------|----------------------------|-----------------------|-----------------------|----------------------------------|--------------------------------|
| 9370 | PENSION BROCHURE | Pension consulting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | No Change |
| 9371 | HIGH NET WORTH BROCHURE | High net worth individuals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | No Change |
| 9369 | ADV PART II BROCHURE | Individuals | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Confirm Cancel |

5. Click **Save**.

6. Submit Form ADV Filing.

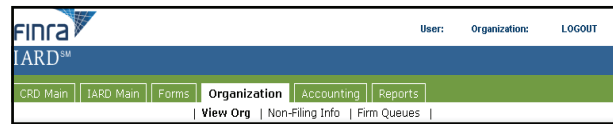
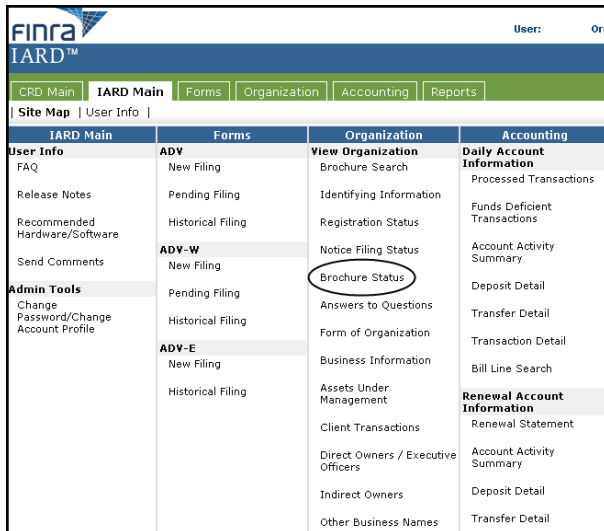
Viewing a Brochure Status

There are 2 ways to access Brochure Status information:

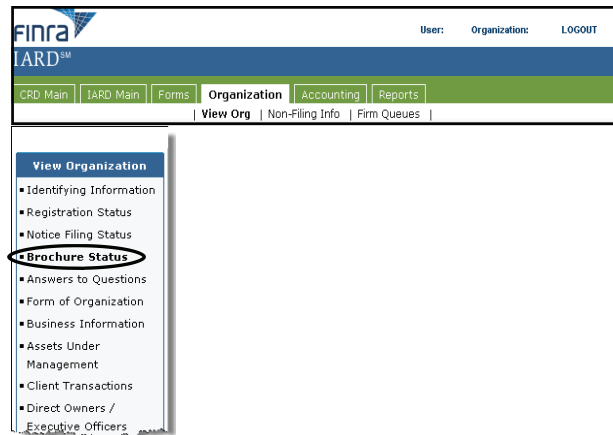
1. From the Organization section of the IARD Site Map, click **Brochure Status**.

OR

1. Click on the **Organization** tab on the toolbar.



1b. Click the **Brochure Status** hyperlink from the navigation panel.



2. Click the **Brochure Name** hyperlink to view Brochure Jurisdiction Status.

Brochure Status

Organization CRD#: [0000](#) Primary Business Name: SECURITIES FIRM
 Organization SEC#: Full Legal Name: SECURITIES FIRM
[View BD Record](#) Electronic Filer

| Brochure ID | Brochure Name | Brochure Type(s) | Last Change Date | Brochure Filing Status | Last Version Number |
|-------------|---|----------------------------|------------------|------------------------|---------------------|
| 9369 | ADV PART II BROCHURE | Individuals | 07/17/2008 | New | 1 |
| 9370 | PENSION BROCHURE | Pension consulting | 07/17/2008 | New | 1 |
| 9371 | HIGH NET WORTH BROCHURE | High net worth individuals | 07/17/2008 | New | 1 |

3. Click the **Jurisdiction** hyperlink to view the Brochure Jurisdiction Status history.

Brochure Jurisdiction Status

Organization CRD#: SECURITIES FIRM Primary Business Name: SECURITIES FIRM
 Organization SEC#: Full Legal Name:
 No BD Record Electronic Filer

Brochure ID: 9369
 Brochure Name: ADV Part II Brochure
 Brochure Type(s): Individuals
 Current Brochure Filing Status: New
 Version Number: 1

| Jurisdiction | Current Brochure Jurisdiction Status | Status Effective Date |
|----------------------------|--------------------------------------|-----------------------|
| California | Accepted | 07/18/2005 |
| Tennessee | Delivered | 07/17/2005 |

The *Brochure Jurisdiction Status History* screen displays.

Brochure Jurisdiction Status History

Organization CRD#: [0000](#) Primary Business Name: SECURITIES FIRM
 Organization SEC#: Full Legal Name: SECURITIES FIRM
[No BD Record](#) Electronic Filer

Brochure ID: 9369
 Brochure Name: ADV Part II Brochure
 Brochure Type(s): Individuals
 Current Brochure Filing Status: New
 Jurisdiction: California

| Version | Status Effective Date | Brochure Jurisdiction Status |
|---------|-----------------------|------------------------------|
| 1 | 07/18/2008 | Accepted |
| 1 | 07/17/2008 | No Status |

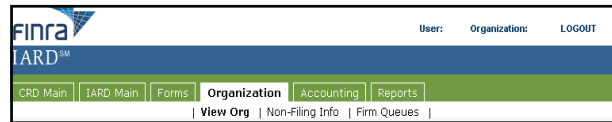
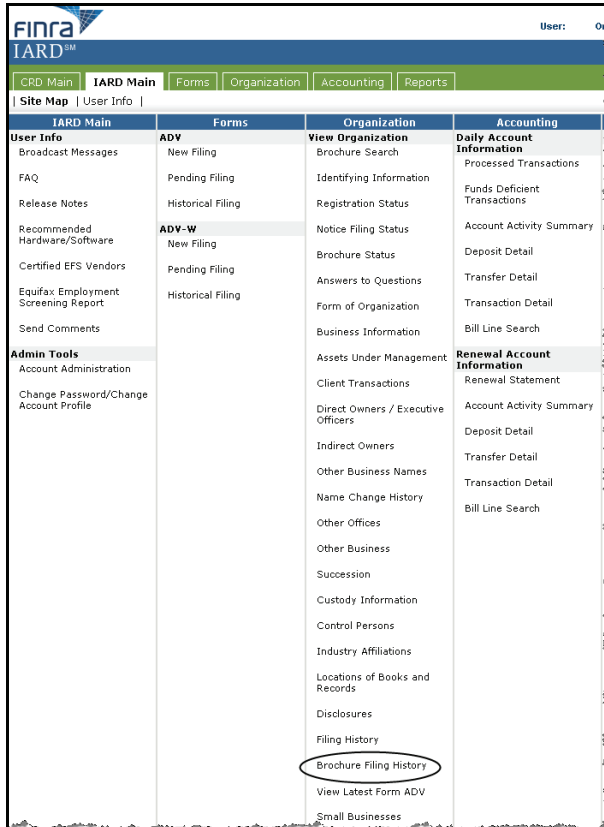
Viewing a Brochure Filing History

There are 2 ways to access Brochure Filing History information:

1. From the Organization section of the IARD Site Map, click the **Brochure Filing History** hyperlink.

OR

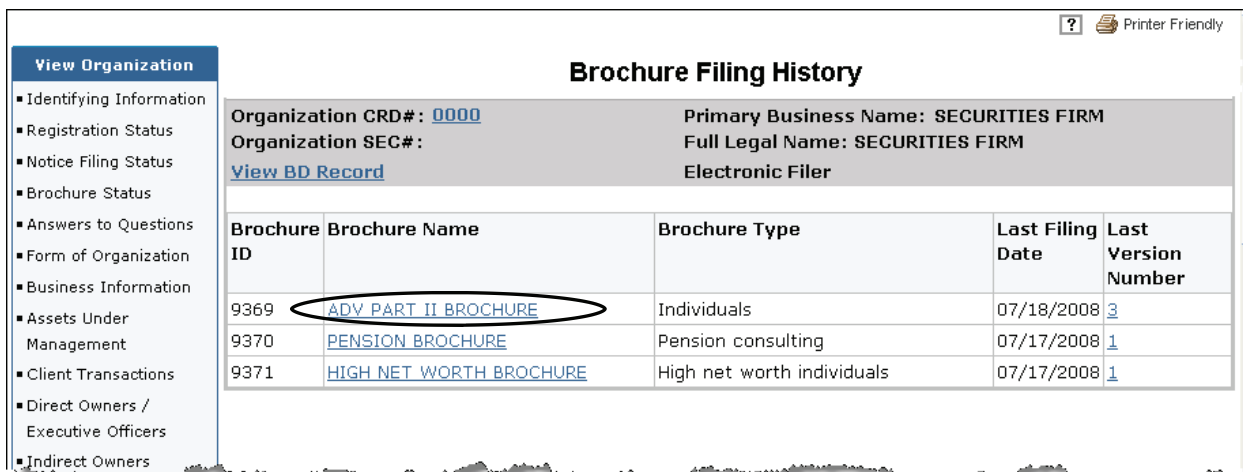
1. Click the **Organization** tab on the toolbar.



- 1b Click the **Brochure Filing History** hyperlink from the navigation panel



2. Click the **Brochure Name** hyperlink to view the *Brochure Filing History Detail* screen.



TIP: Click on the **Version Number** hyperlink to view the PDF version of the brochure.

[?](#) Printer Friendly

View Organization

- Identifying Information
- Registration Status
- Notice Filing Status
- Brochure Status
- Answers to Questions
- Form of Organization
- Business Information
- Assets Under Management
- Client Transactions
- Direct Owners / Executive Officers
- Indirect Owners
- Other Business Names
- Name Change History

Brochure Filing History Detail

| | | | |
|--|----------------------|---|--|
| Organization CRD#: 0000 | | Primary Business Name: SECURITIES FIRM | |
| Organization SEC#: | | Full Legal Name: SECURITIES FIRM | |
| View BD Record | | Electronic Filer | |
| Brochure ID: | 9369 | | |
| Brochure Name: | ADV PART II BROCHURE | | |
| Brochure Type(s): | Individuals | | |
| Current Brochure Filing Status: | Amended | | |

| Filing Date | Filing ID | Form ADV Filing Type | Brochure Status on Filing | Version Number |
|-------------|-----------|----------------------|---------------------------|-------------------|
| 07/18/2008 | 338501 | Amendment | Amended | 3 |
| 04/01/2008 | 338500 | Amendment | Amended | 2 |
| 02/15/2008 | 338494 | Amendment | New | 1 |

Performing a Brochure Search

The Brochure Search functionality allows a firm to search for text within the brochure submitted by the firm. The metadata (Brochure Name and Brochure Description) is not included in the search.

1. From the Organization section of the IARD Site Map, click the **Brochure Search** hyperlink.

[User:](#) [Organization:](#) [LOGOUT](#)

CRD Main
IARD Main
Forms
Organization
Accounting
Reports

[| Site Map](#) [| User Info](#) [|](#)

| | IARD Main | Forms | Organization | Accounting | Reports |
|-------------------------------|-----------|-------------------|---------------------------------|----------------------------------|----------------|
| User Info | | ADV | View Organization | Daily Account Information | Home |
| Broadcast Messages | | New Filing | Brochure Search | Processed Transactions | Request Report |
| FAQ | | Pending Filing | Identifying Information | Funds Deficient Transactions | View Report |
| Release Notes | | Historical Filing | Registration Status | Account Activity Summary | |
| Recommended Hardware/Software | | ADV-W | Notice Filing Status | Deposit Detail | |
| Send Comments | | New Filing | Brochure Status | Transfer Detail | |
| | | Pending Filing | | | |

2. Enter search criteria.
3. Click **Search**.

Brochure Search

The Search field is a required field

Search:

[Search tips](#)

Advanced Search:

Date Range:
 After:
 Before:

Miscellaneous:
 Include most recent brochures only

Brochure Type (Select all that apply):

Individuals

High net worth individuals

Pension plans/profit sharing plans

Pension consulting

Foundations/charities

Government/municipal

Other institutional

Private funds or pools

Wrap program

Financial Planning Services

Selection of Other Advisers/Solicitors

Other

The *Brochure Search Results* screen displays.

Organization Search

Brochure Search Results

Printer Friendly

Search string used: Part II

<< Previous Next >>
 Page 1 of 1

| Brochure ID | Brochure Name | Organization Name | Organization CRD# | SEC # | Brochure Version | Brochure Filing Status | RANK |
|-------------|-------------------------|-------------------|-------------------|-------|-------------------|------------------------|------|
| 9369 | ADV PART II BROCHURE | SECURITIES FIRM | 0000 | | 1 | Amended | 65% |
| 9371 | HIGH NET WORTH BROCHURE | SECURITIES FIRM | 0000 | | 1 | New | 65% |
| 9370 | PENSION BROCHURE | SECURITIES FIRM | 0000 | | 1 | New | 65% |

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 Page 1 of 1

NOTE: Users can view the PDF brochure by clicking the Brochure Version hyperlink. To find specific text within the brochure perform a text search within the document.

Additional Resources

Snapshot – IA Firm Report

Part 2 information was added to the Snapshot - IA Firm report. Firm users will be able to include or exclude ADV Part 2 information in the report parameters.