

WealthTech Regulatory Landscape

Broker-Dealer

- * SEC registration
- * FINRA membership
- * Net capital rules

Investment Adviser

- * SEC/State registration
- * Fiduciary duty
- * Form ADV disclosures

Payment for Order Flow

- * SEC Rule 606
- * Best execution
- * Disclosure requirements

Suitability

- * Reg BI
- * Know your customer
- * Product appropriateness

Digital Engagement

- * Gamification scrutiny
- * Marketing rules
- * Social media

Crypto

- * SEC/CFTC jurisdiction
- * State licenses
- * AML compliance

2024 Focus: SEC best execution rules, FINRA options guidance, gamification review