**Lesson 5: Standard V: Investment Analysis, Recommendations and Actions**

## 5.1  Standard V(A) Diligence and Reasonable Basis

**All you recommendation should have a reasonable basis –** sufficient, thorough, and independent

**Relaying on other’s research is okay, as long as you trust the source –** secondary research (within same firm), 3rd party (outside company)

## 5.8  Standard V(B) Communication with Clients and Prospective Clients

**Disclose the basic process and principles of your investment decisions –** disclose limitations and inherent risks, general principles

**Exercise reasonable judgment as to what is relevant to the recommendation –** what’s maintained and what’s excluded

**Distinguish facts from opinions -** appropriately separate facts from opinions

## 5.10  Standard V(C) Record Retention

**Keep records to support the actions –** for 7 years is recommended

!!!!!Taking records to a new employer is a violation of Standard V(C)!!!!!