

# Smarter Now... Than Ever Before!



Utah  
Department  
of Commerce  
Division of Securities

KEITH  
WOODWELL

Director

Division of  
Securities

**Hello**  
my name is

**State of Utah**  
**Division of Securities**



**The Division can:**

- ◆ **Verify a license**
- ◆ **Provide information about a broker's complaint history, education and work history.**
- ◆ **Provide information on how to file a complaint**
- ◆ **Provide seminars and educational material**



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# HOW DO URS & THE DIVISION OF SECURITIES WORK TOGETHER?

## Education Events

- Licensing/No Action Letter
- Industry Trends which impact Public Employees
- Scams which target Public Employees



# WHAT ARE WE TRYING TO ACCOMPLISH?

## Helping URS Retirees to:

1. Take control of their own retirement savings and develop a plan; and
2. Avoid investment fraud and unscrupulous financial advisers.



# Benefits of URS Membership

**Low  
Management  
Fees**

**Free  
Counseling  
Sessions**

**Education  
Throughout  
Your Lifetime**



*Want to be*

# Smarter than ...your neighbor



# What Are Your Options?

URS Account

Leave it  
with URS

Move it  
Somewhere  
Else





# Understand the Sales Process



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# Tools Used in the Sales Process

- ◆ “Free Lunch” or “Educational Seminars”
- ◆ Self-Conferred or Misleading Titles used by Financial Professionals
- ◆ “Guaranteed” High Returns
- ◆ “Guaranteed” Income for Entire Life
- ◆ Misleading Annuity Sales Practices



# Decide Where Your Money will Grow

## The Ponzi Scheme



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# Risk vs. Reward

**Rule #1 for investing:**

◆ Risk and Reward go together and cannot be separated.

**Rule #2**

◆ Every con artist tries to break Rule #1.



**Know the  
Rules!**



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# Have a Plan!

URS  
Accounts

Other  
Accounts

## For More Information

### Retirement Counselor

*To discuss your retirement options and process*

Call URS to set an appointment

**Salt Lake City Main Office**  
801-366-7770 | 800-695-4877

**Southern Utah Branch Office**  
435-673-6300 | 800-950-4877

### URS Investment Advisor

*To discuss your personal financial situation*

[Learn More](#)

### URS Pre-Retirement Seminar

*Comprehensive overview of what you need to know about retirement*

[Learn More](#)

[urs.org](http://urs.org)



Help is  
Available

Utah Department of Commerce  
**Division of Securities**  
HOME for INVESTORS for INDUSTRY  
ABOUT THE DIVISION PUBLIC MEETINGS HOURS & CONTACT INFO SECURITIES COMMISSION

**INVESTORS** >>  
Click here to learn about investing and how to build your financial knowledge. We offer articles, interactive tools, alerts and other resources that can help you protect yourself.

**INDUSTRY** >>  
Click here to access the information, training, and other references you need to stay current and comply with State rules and regulations.

**FILE A COMPLAINT**  
Securities and the Americans With Disabilities Act.

**LEARN ABOUT THE STOCK MARKET GAME**

**Check Before You Invest**  
Click Here to Start

[securities.utah.gov](http://securities.utah.gov)

801-530-6600



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*Consider yourself*

**Smarter than  
...you were yesterday!**

**Hello**  
my name is

*Savvy Consumer*



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# Evaluate "Free" or "No Fees" claims



From recent ads  
and invitations:

“No products  
will be sold at  
this seminar.”

“Information  
is especially  
for ages 55 to  
80.”

“No agents or  
brokers.”



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# Refuse to be Rushed





# "Check Before You Invest"



- ◆ Is this person licensed?
- ◆ How does this person get paid?
- ◆ Whose interest is this person protecting?



**SmartCheck<sup>SM</sup>**

[smartcheck.cftc.gov](http://smartcheck.cftc.gov)

also



**VIDEO CHALLENGE:**  
**The Dinner Party**

[CLICK TO START](#)

**BrokerCheck<sup>®</sup>**

[finra.org](http://finra.org)

also



**Video: Thinking Money Documentary**

Travel from Wall Street to Main Street to find out how our brains—and the marketplace—affect how we deal with money.

**For Local Help**

[securities.utah.gov](http://securities.utah.gov)

also



*Explore the*  
**Retirement Toolbox**



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*You are*

# Smarter now ...than ever before!

If only it was this  
easy to spot them.

**Now, it is.**



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