



All Broker-Dealers and Registered Investment Advisors

2025 Compliance Considerations for SafeMoney.com Advisor Membership

Dear Compliance Officer,

We recognize the critical role compliance plays in your firm's oversight of financial professionals, and we appreciate your dedication to maintaining the highest industry standards. SafeMoney.com is committed to serving as a trusted consumer advocate and educational platform that helps individuals make informed financial decisions.

As a well-established and respected brand, SafeMoney.com provides valuable educational content and consumer engagement tools from a third-party perspective. We do not function as a lead-generation provider. Instead, we empower consumers with independent financial insights, helping them understand their options and make informed choices when working with financial professionals.

We also acknowledge that each firm has its own compliance standards. Since every advisor operates under the oversight of their respective compliance department, we want to ensure that we address any specific considerations your firm may have regarding participation in the SafeMoney.com Advisor Member Network.

To assist in your review, here are several key compliance-related concerns that have already been addressed:

- **Consumer Advocacy & Education:** SafeMoney.com is designed to educate and inform the public about retirement, wealth protection, and financial strategies. We do not provide investment advice or recommend specific products.
- **Advisor Qualification & Oversight:** While we maintain ethical standards for our participating advisors, each advisor is responsible for meeting their firm's compliance requirements. SafeMoney.com does not conduct background checks but requires advisors to attest to their credentials and adherence to regulatory standards.
- **Marketing & Brand Integrity:** SafeMoney.com operates as an independent educational platform, and all consumer-facing content is developed to comply with industry best practices. Advisors are responsible for ensuring that any use of SafeMoney.com branding or content aligns with their firm's compliance guidelines.
- **Fiduciary & Best Interest Standards:** Advisors participating in SafeMoney.com must commit to the SafeMoney Certification™ Code of Conduct, which emphasizes transparency, ethical responsibility, and acting in the best interests of consumers.

While these areas have been addressed, we understand that each firm may have additional considerations. We welcome the opportunity to answer any compliance-related questions your

team may have. Please feel free to reach out to us at brent@safemoney.com or 305.680.0940 at your convenience.

Thank you for your time and consideration. We look forward to working with you.

Best regards,

Brent Meyer
CMO / Founder