**What's In a Title? Aligning Their Marketing With Their Credentials!**

- Heidi Gabel & Maureen James

When it comes to financial services advertising, positioning and terminology are critical. Terms, phrases and descriptive language, when used inappropriately, can have significant regulatory implications. Are your contracted agents building appropriate credibility by marketing themselves in a manner that aligns with their qualifications? This interactive discussion will dive into the distinguishing differences and advertising requirements for Insurance-only Financial Professionals, Registered Representatives, and Investment Advisor Representatives. Join us to learn how the various regulators view this issue and learn best practices to help protect your agents!