

## FINALLY, a Cross-Border Marketing Compliance Solution



## Sales Road Maps ONLINE®

**A web-based tool for compliance guidance on local regulations for cross-border marketing of funds in 60+ jurisdictions**

Marketing your AIF overseas presents a complex and overwhelming need to investigate local marketing regulations. Sales teams need marketing "Do's & Don'ts" to comply with local regulations. **Sales Road Maps Online® (SRMO) is the financial service industry's unique Cross-Border Fund Marketing "Reg Tech" Compliance Solution, "transforming cross-border marketing compliance®".**

SRMO was designed incorporating 2 decades of client feedback from **Global Sales Compliance Ltd.®**, the bespoke cross-border marketing compliance consultancy. Our CEO Cathy Brand brings over 2 decades of unique experience in cross-border financial product & services marketing regulatory analysis in 70+ countries worldwide.

Using the latest technology, SRMO "digitises" GSC's bespoke advisory services by providing a range of online services about cross-border fund marketing compliance including:

- ▶ **SRMO Sales Road Maps®**
- ▶ **FREE Library**
- ▶ **FREE SRMO 360°**
- ▶ **FREE SRMO Blog & News**

# Tools and Resources

## SRMO Compliance Tool

SRMO Compliance Tool is the “paid-for” section of SRMO, the financial service industry’s first **Cross-Border Fund Marketing Compliance RegTech Solution**. SRMO Compliance Tool is differentiated from legal research products as follows: SRMO provides local fund marketing regulations **and** marketing practices for sales teams (Do’s & Don’ts).

### SRMO Compliance Tool Features

SRMO Compliance Tool currently comprises 1 module:

- ▶ **Annual subscriptions to SRMO Sales Road Maps**® for the marketing of Alternative Investment Funds (AIFs) in 60+ jurisdictions
- ▶ **Business Model specific:** Subscribers can choose the SRMO Sales Road Map® according to their AIF marketing business model (offshore marketing vs. private placement).

### Benefits

- ▶ Practical AIF cross-border marketing compliance guidance based on actual client experience
- ▶ Substantive & business-relevant regulatory information: not “high level legalese”
- ▶ Ongoing regulatory updates
- ▶ Latest Technology: accessible on PC, Tablet & Mobile responsive

## Free Library

Download helpful legal articles, client alerts and compliance bulletins related to cross-border marketing.



## SRMO 360° Resource Corner

SRMO 360° provides a resource network of third-party service providers relevant to “a 360° range of needs” of AIFMs and Asset Managers. These services are complementary to the cross-border fund marketing compliance services of SRMO Compliance Tool.



### Free SRMO Blog & News

Helpful Tips & latest News from our Team of Experts

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