



FINALLY, an online Fund Marketing Compliance Solution



Sales Road Maps ONLINE[®]

A web-based tool for compliance guidance on local regulations for the marketing of funds in 50+ jurisdictions.

Marketing your fund overseas presents a complex and overwhelming need to investigate local marketing regulations. **Sales Road Maps Online[®] (SRMO) is the financial service industry's unique Fund Marketing "RegTech" Compliance Solution, "transforming Marketing Compliance[®]".**

SRMO was designed with client needs in mind. SRMO brings decades of client feedback and experience in 70+ country AIF marketing regulations from our bespoke compliance consultancy Global Sales Compliance Ltd.[®] and our CEO Cathy Brand.

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

- ▶ **Sales Road Maps[®]**
- ▶ **Marketing Compliance Training**
- ▶ **Free LIBRARY**
- ▶ **Free SRMO 360[°]**

www.salesroadmapsonline.com

Tools and Resources

SRMO Compliance Tool

SRMO Compliance Tool is the “paid-for” section of SRMO, the industry’s first **Fund Marketing Compliance RegTech Solution**. SRMO Compliance Tool is differentiated from other legal research online products because it provides Compliance Guidance (marketing do’s & don’ts) to AIFMs for marketing AIFs overseas while mitigating their risks (regulatory, litigation, investor rescission rights, reputation & business franchise risk).

SRMO Compliance Tool Features

SRMO Compliance Tool comprises 2 modules:

- ▶ **Annual subscriptions to Sales Road Maps®** for the marketing of Alternative Investment Funds (AIFs) in 50+ jurisdictions
- ▶ **Marketing Compliance Training Videos** covering topics of interest to clients

Benefits

- ▶ Practical marketing compliance guidance (AIFs)
- ▶ Substantive and relevant compliance information: not high level “legalese”
- ▶ Ongoing regulatory updates
- ▶ Latest Technology: Accessible on PC, Tablet & Mobile Responsive

Free Library

Download valuable legal articles, client alerts, and bulletins related to fundraising overseas.



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, as complementary services to the marketing compliance guidance provided by SRMO Compliance Tool.



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