

Sales Road Maps Online® , the Industry’s unique marketing compliance RegTech solution, debuts new SRMO Blog and News feature

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Sales Road Maps Online® is unveiling a new SRMO Blog and News feature as part of the next-generation version of its innovative Sales Road Maps Online® (SRMO) site. SRMO provides a unique cross-border marketing RegTech compliance solution for Alternative Investment Fund marketing in 55+ countries worldwide.

SRMO provides Alternative Investment Fund Managers (AIFMs) with the “Rules of the Road” using the latest technology to provide guidance “at your fingertips” for cross-border marketing in countries across the globe.

We have been advising clients on cross-border marketing in countries around the globe for nearly 2 decades. Along the way, we have picked up “**helpful nuggets**” of information which may assist AIFMs/Asset Managers in navigating the complexity of cross-border fundraising.

SRMO Blogs and News will showcase “**lessons learned**” by our clients and valuable insights from our network of legal counsels across the globe, saving AIFMs time and costs in growing their business through overseas fundraising. We have seen time and again that a client’s investment in a cross-border sales compliance platform bears fruit: significant business development growth.

SRMO Blog & News will also feature articles and insights from leading country-specific legal and regulatory experts, items about the cross-border compliance landscape, and information about trends and developments.

We intend to provide value-added real time experience and commentary applicable to actual cross-border fundraising models; not just “rehashed news” provided by other Sites.





SRMO Sales Road Maps® is a one-of-a-kind service and provides:

- Local fund marketing regulations and marketing practices (“Do’s & Don’ts) for sales teams
- Practical guidance based on actual client experience
- Ongoing regulatory updates
- 24/7/365 availability “at your fingertips”
- Accessibility via mobile, tablet or laptop/desktop computer

SRMO also features FREE-to-access tools including:

- FREE Library with legal articles, client alerts and compliance bulletins related to cross-border marketing
- FREE SRMO 360° resource network of relevant third-party service providers for AIFMs and Asset Managers that complement the SRMO Compliance Tool

Sales Road Maps Online®: ***“Transforming marketing compliance®”***

Profile: Global Sales Compliance Ltd.® (UK) is a unique compliance boutique that specialises in cross-border marketing advisory and has advised Clients on marketing compliance in 70+ countries for nearly two decades. With our online cross-border marketing compliance RegTech Tool Sales Road Maps Online®, we provide AIF marketing SRMO Sales Road Maps® based on realistic cross-border business models, available in the latest technology at your fingertips, 24/7.

