

## JANNEY AND YOUR BEST INTERESTS

What are your dreams for the future? Are your finances aligned to help you obtain the goals you seek to fulfill? At Janney, this has always been our mission—to understand your goals, circumstances and priorities, and to provide advice and guidance to help you realize the outcomes you desire—whether for you, your family, or the next generation. Simply put, our goal is to act in your best interest when making recommendations to you.

The U.S. Securities & Exchange Commission (SEC) recently introduced a new “best interest” regulation which takes effect on June 30, 2020. Its intent is to help ensure that all Financial Advisors and their firms act in their clients’ best interests when making any brokerage account recommendations regarding:

- Purchasing, selling or exchanging investments.
- Selecting a particular investment strategy.
- Choosing the most appropriate investment relationship for you (brokerage or advisory).
- Considering a qualified retirement account rollover.

### OUR DUTY OF CARE

Janney and your Janney Financial Advisor have always strived to act in your best interest when providing advice and guidance on decisions that impact your financial life. The best interest regulation seeks to ensure that our policies and practices are aligned with serving your best interest, and that you have greater access to information that could impact your financial decisions.

The new rule specifically addresses brokerage services, where we will exercise reasonable diligence, care and skill to help you understand the risks, rewards and costs associated with any investment recommendations, and have a reasonable basis to believe that the recommendation (compared to reasonably available alternatives) is in your best interest.

#### Our Commitment To Financial Planning

We continue to believe that decisions about any financial transaction should be anchored in your long-term financial plan, so that your goals, objectives, priorities and financial circumstances inform investment decision making. Your Janney Financial Advisor will recommend what is in your best interest based on your circumstances, as you make financial decisions to help achieve your long-term goals.

To learn more about our services, costs you may incur, and conflicts of interest that may be connected with recommendations and services we provide, please take a moment to visit [www.janney.com/crs](http://www.janney.com/crs) to review the following documents, so that you are aware and informed:

- **Janney’s Client Relationship Summary (Form CRS)** is a brief, easy-to-understand summary disclosure of the services Janney offers, fees you will typically pay depending on the type of services you use, our obligations when making recommendations to you, and how Janney and Financial Advisors are compensated.
- **Janney’s Regulation Best Interest Disclosure** contains full and fair disclosures of other material facts, including detailed information about the products and services we offer, along with references to more detailed disclosures on our website, [www.janney.com/disclosures](http://www.janney.com/disclosures).

### YOUR RELATIONSHIP WITH YOUR JANNEY FINANCIAL ADVISOR

In all likelihood, this new regulation will have little impact on your current relationship with your Janney Financial Advisor. You will receive a copy of the Form CRS whenever you open a new account, enact a retirement account rollover or select certain investment strategies.

If, however, you are uncertain as to how this might affect you personally or have additional questions, please don’t hesitate to reach out to talk with your Financial Advisor.

For more information about Janney, please see Janney’s Relationship Summary (Form CRS) on [www.janney.com/crs](http://www.janney.com/crs) which details all material facts about the scope and terms of our relationship with you and any potential conflicts of interest.

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