

# Supreme Alliance LLC

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## **Regulation Best Interest Summary and Attestation**

All Registered Representatives of Supreme Alliance LLC must read the following obligations pursuant to the SEC's new Regulation Best Interest and attest they will abide by such obligations.

### ***I. Disclosure Obligations:***

A. **MATERIAL FACTS:** At or prior to the time of a recommendation, we are required to provide the retail customer in writing, full and fair disclosure of all material facts relating to the scope and terms of the relationship with the retail customer; and

1. Acting as Broker or Dealer: That the broker-dealer or individual representative is acting as a broker/dealer with respect to the recommendation;
2. Fees and Costs: Any fees and costs that apply to the customer's transactions, holdings and accounts;
3. Scope of Services: The type and scope of services to be provided to the retail customer, including any material limitations on the securities or investment strategies that may be recommended to the customer.

### **B: CONFLICTS OF INTEREST ASSOCIATED WITH THE RECOMMENDATION:**

1. Account Monitoring: The scope and frequency of account monitoring that you agree to provide;
2. Account Requirements: Requirements the Firm or individual representative have for the client to maintain an account (i.e. minimum account size).
3. General Basis for Recommendations: Your investment approach, philosophy or strategy used for your recommendation(s);
4. Risks: Any risks associated with your recommendation(s), in standard terms.

### ***II. Care Obligation: Exercise reasonable diligence and care in making ALL recommendation(s).***

A. Account Recommendations: For RR's, reasonable diligence must be used in recommending account types, such as to open an IRA, or retirement account. If dually-registered (individual is RR and IAR), recommending a brokered commission relationship over a fee based account or vice-versa.

B. Securities Hold Recommendations: Explicit hold recommendations; and implicit hold recommendations that are the result of agreed-upon account monitoring between the broker, broker-dealer and the customer.

C. Securities Buy/Sell Recommendations: Reasonable diligence, care and skill when making a recommendation to retail customers to:

1. Security Recommendation Choice (general): Understand the potential risks, rewards and costs associated with recommendations while having a reasonable basis to believe the recommendation could be in the best interest of at least some customers;
2. Security Recommendation Choice (individual): Have a reasonable belief the recommendation is in the best interest of a particular individual customer *based on their investment profile* – and such recommendation does not place the interest of the broker or broker-dealer ahead of the interest of the retail customer (Are there other reasonable alternatives to the investment being recommended?)
3. Multiple Transactions: Have a reasonable basis to believe a series of recommended transactions, even if in the retail customer's best interest when isolated, is not excessive and is in the retail customer's best interest when taken together in light of the customer's investment profile. Must have a reasonable basis to believe the transactions are not excessive.

The Care Obligation will be evaluated as of the time of the recommendation (and not in hindsight).

### **III. Conflicts of Interest Obligation:**

1. Identify and Disclose: The Firm must, at a minimum, disclose or eliminate all conflicts of interest associated with its recommendations;
2. Interest of the BD and/or Associated Person: The Firm must identify and mitigate any incentivized conflicts for an associated person to place the interest of the BD or the RR ahead of the interest of the retail customer;
3. Material Limitations: Identify and disclose any material limitations placed on securities and/or investment strategies and any conflicts that may arise with such limitations;
4. Prevention: Prevent such limitations and associated conflicts of interest from causing the BD or any associated individual to make recommendations that place the interest of the BD or such associated person ahead of the interest of the retail customer; and
5. Eliminate Contest or Quotas: Identify and eliminate any sales contests, sales quotas, bonuses or non-cash compensation based on sales of specific securities or specific types of securities within a limited timeframe.

**IV. Compliance Obligations:**

1. The Firm must establish, maintain and enforce WSP's reasonably designed to address conflicts of interest. This attestation form is a part of such policies.
2. Record retention requirements of Regulation Best Interest must also be adhered to. We are required to maintain all records of information collected from or provided to each retail customer for at least six years after the earlier of the date the account was closed or the date on which the information was replaced or updated.

**Attestation:**

I have read the above and I understand my obligation to adhere to Regulation Best Interest, as outlined in this document. That I must act based on the best interest of the retail customer and put such interests ahead of both myself and the Firm.

RR / IAR Signature: \_\_\_\_\_ Date: \_\_\_\_\_