

## ***Customer Awareness***

As a Broker Dealer and an Investment Adviser, we have an obligation to supervise our Registered Representatives (our “Reps”). We believe that well-informed clients are an essential component of our supervisory system. To that end, we have summarized below some of the key issues that we believe you should be aware of in your investment or advisory relationship with VSR and our Reps:

- Your investment account statements and confirmations should be reviewed promptly upon receipt. Any errors or omissions should be promptly reported to your Rep or to VSR.
- You should be receiving all of your investment account statements at your address. Firm policy prohibits your investment account statements to be mailed exclusively to your Rep. Reps can receive duplicate account statements for your accounts.
- If your Rep provides you with a “consolidated statement” of all of your investment accounts, it is important that you periodically compare the consolidated statement with the individual statements you are receiving from clearing firms, mutual fund companies, variable annuity companies, etc. to help ensure that no errors or omissions have occurred.
- You should pay particular attention to notices of “Change of Address” for any of your investment accounts. Firms are required to confirm with you in writing when your address of record changes (with a copy of the change sent to your old address). With the current high level of **identity theft**, this step will help protect you and your investment funds.
- Firm policy and regulatory rules prohibit our Reps from borrowing money from clients of the firm.
- Firm policy also prohibits our Reps from accepting cash from our clients for any securities transaction.
- You should not make checks **for any securities transaction** payable to your Rep or their “doing business as” company. Checks should always be made payable to VSR’s clearing company, to an investment sponsor, or to the appropriate escrow account.
- You should always remember that investing involves risk and it is never appropriate for a Rep to guarantee you a profit or to reimburse you for an investment loss.
- Neither VSR nor VSR Reps are authorized to give specific legal or tax advice. Investors are encouraged to consult with their own attorney or tax professional.
- For information, including a brochure, on SIPC coverage, please contact them at 202-371-8300 or visit their website at [www.sipc.org](http://www.sipc.org).

If you have any questions or concerns about your investment accounts at VSR, you are encouraged to contact our Compliance Department at:

VSR Compliance Department  
8620 W. 110<sup>th</sup> Street  
Overland Park, KS 66210

Telephone: 1-800-800-3177 toll free  
(Monday – Friday, 8 a.m. – 5 p.m., Central Time)  
[www.vsrfinancial.com](http://www.vsrfinancial.com)

## ***Investor Education***

Our industry regulators offer useful educational information on their websites which are shown below. Your state may also provide education and investor assistance on their website.

Securities and Exchange Commission (SEC): [www.sec.gov](http://www.sec.gov)  
Financial Industry Regulatory Authority (FINRA): [www.finra.org](http://www.finra.org)  
Securities Investor Protection Corporation (SIPC): [www.sipc.org](http://www.sipc.org)