



Michael Fugler Moderates Panel and Speaks on "Staying Out of Trouble" at REISA, Las Vegas

Las Vegas, NV / PRBuzz.com / October 27, 2011 - Michael Fugler, Chairman REISA Marketing Committee, Moderates Panel and speaks on Broker Dealers Staying Out of Trouble at the Real Estate Investment Securities Association (REISA) Annual Conference at The Mirage Resort and Casino, Las Vegas, NV.

Broker-Dealer Open Forum: How Do We Stay Out of Trouble?

Moderator: Michael Fugler, ASG Securities Inc.

Panelists: Joel Beck, The Beck Law Firm; Joe Price, FINRA (www.finra.org)

Broker-dealers will have an opportunity for confidential and frank discussion among peers and FINRA to compare notes on relevant industry topics.

- Suitability vs. fiduciary standards (understanding the risks associated with the various asset classes and whether the benefits warrant including an asset class in a client's portfolio)
- Regulation D offerings: is Regulation D dead? Is Regulation A the new "capital tool?"
- Non-Traded REITs: do you understand FINRA's position and your future?
- State vs. FINRA audit issues: how have things changed? Are you ready?
- Due Diligence and Alternative Investments: what due diligence needs to be performed to remain compliant with regulatory requirements?
- Social Media Issues

Mr. Fugler stated, "The panel is intended to remind BDs of their obligation to perform reasonable-basis and customer-specific suitability analyses based on information known about the particular product and the investment objectives and risk tolerance of the customer; that investors are informed that certain products bear an inverse relationship to interest rate moves and that preservation of principal is not guaranteed and most importantly that the information presented to customers about these investments must be fair and balanced."

Mr. Fugler continued, "Additionally, recent FINRA examinations and investigations have identified significant failures in firms' compliance with suitability, supervision and advertising rules, as well as potential instances of fraud and participation in illegal distributions of unregistered securities and products; non-traded REITs may attract investors who do not understand the extent of the risks, including lack of liquidity, lack of accurate and up-to-date valuations, impact of fees, potential conflicts between the interests of investors and those of REIT managers, and dividends that may represent a

return of investors' capital rather than operating income, so we are planning to touch on all of these issues in an effort to highlight areas of interest and concern to bring back to the respective firms."

Michael Fugler, Investment Banker, Attorney at Law www.michaelfugler.com
Board of Directors, ASG Securities, Inc. www.asgib.com
Chairman, EURO Financial Network, Inc. www.eurofinancialnetwork.com
Deputy Chairman, Member Education Committee and Regulatory Committee, European Life Settlement Association (ELSA) www.elsa-sls.org
Head of Global Capital Markets, Welcome Life Financial Group www.welcomelife.com
Chairman, Real Estate Investment Securities Association (REISA) Marketing Committee and member REISA Conference Planning Committee <http://reisa.org/>
Advisory Board, Financial Services Exchange (FSX) www.fsxone.com
Chairman, Past Chairmen's Committee, National Investment Banking Association (NIBA); current Chairman Advisory Committee to the Board National Investment Banking Association www.nibanet.org

Mr. Fugler is a global expert and speaker on Entrepreneurship, Longevity and Life Settlements. He manages the strategic vision and direction for offering institutional clients with, product development, capital raising and independent objective advice.

Mr. Fugler has been a licensed Attorney for 38 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 16 of those years being FINRA registered with Series 7, 24, 63 and 79 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA.

Real Estate Investment Securities Association (REISA) <http://reisa.org/>

The Real Estate Investment Securities Association (REISA) is a national trade association serving professionals who offer and distribute all forms of real estate investment securities. Established in 2003, REISA promotes the highest ethical standards to its members as well as provides education and information to the entire real estate securities community.

REISA members include: registered representatives, registered investment advisors (RIAs), broker-dealers, sponsors, qualified intermediaries, lenders, attorneys, CPAs, mortgage brokers, consultants and other affiliated professionals.

Contacts:

Michael Fugler

212-631-7770

www.michaelfugler.com

michael@eurofinancialnetwork.com

Real Estate Investment Securities Association

317-663-4180

<http://reisa.org/> reisa@reisa.org