FINRA

ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

April 25, 2025

Mr. Seth Schwartz
KCD FINANCIAL, INC.

Reference: **FR2025-0401-0174/E** Org Id: 127473

1. Broadridge—529 College Savings Plans (TP-ED-02)
   Rules: FIN 2210, MSRB
   2 Pages Total Fee: $300

Dear Seth Schwartz,

Please be advised that this review is based on our understanding, from the information you provided upon filing, that upon use, this communication (or the web page or electronic communication where the communication will appear) will: i) prominently disclose the name of the member firm, ii) explain the relationship between the member firm and any non-member entity or individual also named in the communication, and iii) if other names are used, explain which products or services are being offered by the member firm, as required by FINRA Rule 2210(d)(3). If our understanding is incorrect, please notify us as additional comments may be necessary.

This communication generally appears consistent with applicable standards. However, we have the following comment:

Please note that this review does not cover the merits of any tax guidance. It is the responsibility of your firm to ensure that all tax information and references in this communication are accurate and can be substantiated, pursuant to the standards set forth in MSRB Rule G-21(a)(iii)(A)&(B).

If you have any questions about this review, please feel free to contact me at (240) 386-4500.

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Reviewed by,

Susan M. Kole
Principal Analyst

Reminder: The fee charged for Regular filings submitted to the Advertising Regulation Department on January 1, 2025 and after, will increase from $125 to $300 (for the first 10 pages/minutes). The fee of $10 per additional page/minute has not changed. The filing fee for expedited filings will remain at $600 (for the first 10 pages/minutes) and $50 per additional page/minute. Please see https://www.finra.org/media-center/blog/funding-finras-mission-111224 for more information.

Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.

NOTE: *We assume that your filed communication doesn't omit or misstate any fact, nor does it offer an opinion without reasonable basis. While you may say that the communication was "reviewed by FINRA" or "FINRA reviewed," you may not say that we approved it.*

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