Financial Industry Regulatory Authority

# ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

July 19, 2021

Mr. Seth Schwartz
KCD Financial, Inc.
15050 Avenue of Science, Suite 200
San Diego CA 92128

Reference: **FR2021-0628-0142/E** Org Id: 127473

1. Broadridge--Saving for Retirement (TP-RT-02)
   Rule: FIN 2210
   2 Pages Total Fee: $125

Dear Mr. Schwartz,

Please be advised that this review is based on our understanding, from the information you provided upon filing, that the webpage(s) or electronic communication(s) where this article will appear will: i) prominently display 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 included, specify which products or services are being offered by the member firm, as required by FINRA Rule 2210(d)(3).

In addition, this review is based on our understanding, from the information provided in the cover letter submitted as a subsequent communication to this filing on July 2, 2021, that, upon use, the communication will contain an *Important Disclosures* section after the main text which will include the disclosure language set forth in the cover letter.

If either of these understandings is incorrect, please notify us promptly as further comments may be necessary.

The communication submitted appears consistent with applicable standards.



Advertising Regulation
9509 Key West Avenue
Rockville, MD
20850
t 240 386 4500
f 240 386 4568

Financial Industry Regulatory Authority

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

Reviewed by,

Susan M. Kole
Principal Analyst

jws

*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.*



Advertising Regulation
9509 Key West Avenue
Rockville, MD
20850

t 240 386 4500
f 240 386 4568