

## Why use the **Loffa Interactive Group**?

- Increase Operational Productivity
- Improve Customer Service and Satisfaction
- Reduce 90 Day Client Restrictions
- Eliminate Regulatory Fines and Audit Violations
- Comply with FINRA Supervisory Oversight Requirements



### **Flexibility.**

-Providing an interactive solution that allows firms to quickly adapt to new technology, regulations, and market forces.

### **Reliability.**

-Providing a bulletproof solution that is designed to run in today's high-availability environments.

### **Scalability.**

-Providing multiple options tailored to client requirements to insure ability to stand up under inspection from internal, SEC, and NYSE audits.



*"The future in regulatory automated solutions"*

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**Loffa** is recognized as the vendor of choice among:

Sophisticated financial intermediaries who seek an automated, straight-through, real time solution to regulatory DVP Letter of Free Fund approvals and Prime Broker Schedule A notifications.

**Loffa** promotes a relationship of trust and respect by working together in partnership to support each of our client's service objectives.



*"The future in regulatory automated solutions"*



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## The Issues

### Growth:

Industry experts project that the wealth management segment services provided by Independent Investment Managers and Hedge Funds will continue to grow at double-digit rates. This expected growth will translate into an increase in the already frequent number of DVP and Prime Broker trades and the regulatory notifications and agreements associated with this fast growing services segment.

### Regulatory Requirement:

Executing Brokers Dealers are required to verify funds availability with broker dealer custodians by T+5 for every nonexempt security trade with a principal in excess of \$1,000. The requirement stated is known as Regulation T, Section 220.8 C (a). Most perform this verification via a faxed Letter of Free Fund.

### Compliance:

All NYSE and NASD executing/clearing brokers must perform this regulatory function in a timely manner or risk having their client's account restricted for 90 days in accordance with this SEC mandate. If a firm should fail to properly implement procedures to handle this regulatory function in a controlled manner, the firm may subject itself to possible fines and/or regulatory audit exceptions penalties.

## The Solution

### Letter of Freefund Automation:

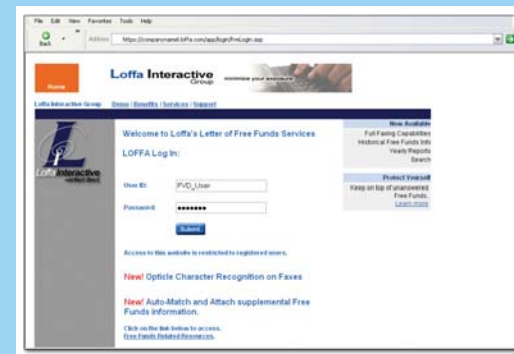
The Loffa Interactive Group, based in Phoenix, Arizona, is an Application Service Provider specializing in web-based services. The group provides and delivers a high-level of expertise in financial trade operations, clearing and regulatory compliance matters.

Loffa Interactive is comprised of professionals from the both the financial and technical arenas who have been actively involved in many roles and functions within the back and middle office operations of several Broker Dealers and Custodians, both large and small, across the United States.

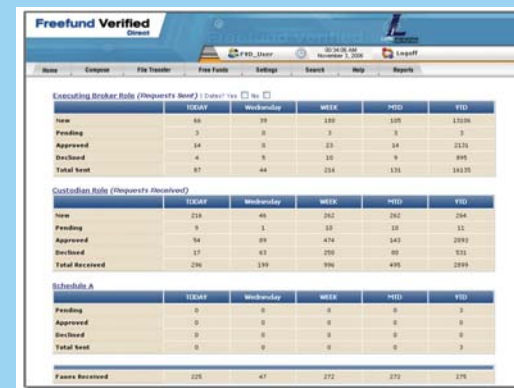
Loffa has developed **Freefund Verified Direct™ (FVD™)** an automated web-based Letter of Free Fund solution designed to maximize client satisfaction by delivering on:

- System Industry Interoperability
- Seamless On-Line Access & Security
- Self Explanatory Work-Flow and Ease of Use
- Cost Efficient and Effective

FVD™ is for domestic Custodians and Executing Brokers seeking an effective automated solution. FVD™ is proven to effortlessly and securely satisfy Regulation T Free Funds and Prime Brokerage Schedule A regulatory verification and notification requirements.



Secure Homepage



Dashboard



Freefund Manager

**Loffa's** Web-based FVD™ application can be easily integrated with all currently known infrastructures and provides instantaneous information 24/7/365 from virtually any computer in the world.