Discovery Data

Rep Title Categories

WHAT ARE REP TITLE CATEGORIES?

Where possible Discovery Data assigns a title category to a rep based on their title and other profile criteria. A rep can have more than one title and be assigned more than one title category.

The title categories in this guide are grouped into three types of roles: Retail-Only, Institutional-Only and Retail and Institutional. Retail business is serving individual investors and small companies. Institutional business is serving large and mid-sized companies and government entities.

RETAIL-ONLY

ADVISOR
Rep is a practicing retail financial advisor.

BANK ADVISOR
Rep is a practicing retail financial advisor assigned to serve customers within one or more bank branches.

CALL CENTER ADVISOR
Rep is serving investors remotely as part of a call center operation. In most instances customers do not know these reps by name and instead call into a toll-free number and speak to whoever answers. Most of these reps are associated with a discounter such as Charles Schwab or USAA, or a call center division of a wealth management firm such as Merrill Edge within Bank of America.

ADVISOR ASSISTANT
Rep is an assistant to a practicing retail financial advisor.

INTERNATIONAL ADVISOR
Rep is a practicing retail financial advisor based in the U.S., but serving offshore accounts.

TRUST OFFICER
Rep is a banking professional who advises on trust and estate matters. Some titles included are Trust Officer, Trust Specialist and Senior Vice President of Trust Services.

INSTITUTIONAL-ONLY

INVESTMENT BANKING
Rep is an investment banker or working in an investment banking unit.

WHOLESALER
Rep is in a sales function within a product distributor.

RETAIL AND INSTITUTIONAL

ADMINISTRATION
Rep is in an administrative function other than in a branch as Advisor Assistant or Branch AdminOps.

BRANCH MANAGER
Rep is responsible for managing an office and for local functions such as hiring, supervision, training and community relations.

BRANCH ADMIN / OPS
Rep is in one of the various branch roles assigned the title category Branch AdminOps, including assistant to a branch manager, operations manager, administrative manager, business manager, operations clerk and reception.

COMPLIANCE / LEGAL
Rep is in a compliance or legal function.

CONTROL PERSON
Rep has indicated on Schedule A for Form ADV or Form BD that they have the power to direct the management or policies of the firm.

EXECUTIVE
Rep has the title CXO, President, Executive Chairman, Executive Vice President, General Counsel, Managing Member or Managing Partner.

FINANCE / ACCOUNTING
Rep is in a finance or accounting function.

OPERATIONS / TECHNOLOGY
Rep is in an operations or technology function.

PLANNING SPECIALIST
Rep has a planning specialty. Some examples are a practicing retail financial advisor with a planning title, a member of an advisor's team who is in a planning role and a specialist in a financial planning department.

PORTFOLIO MANAGER
Rep has the title Portfolio Manager or is in a support function in a portfolio management firm or portfolio management unit. This includes some practicing retail financial advisors certified as portfolio managers (Rep as PM).

RECRUITER
Rep is in a recruiting function.

RESEARCH
Rep is in a research function.

RESEARCH DIRECTOR
Rep has the title Research Director, Chief Investment Officer or an Executive title category in Research.

RETIREMENT PLAN SPECIALIST
Rep has a retirement plan specialty. Some examples are a practicing retail financial advisor with a retirement plan specialist title, a member of an advisor's team who is in a retirement plan specialist role and a specialist in a retirement plan department.

SALES / MARKETING
Rep is in a sales or marketing function.

TRADING DESK
Rep is in a trading function.

TRAINING
Rep is a trainer or in a training function.

OTHER
Rep has a title determined by Discovery Data to not be that of a practicing retail financial advisor and cannot be placed in one of the listed title categories.

OWNER
Rep is listed in regulatory filing as an owner, which includes any person who owns, beneficially owns, has the right to vote or has the power to sell, or direct the sale of, 5% or more of a class of the firm's voting securities.

UNKNOWN
Discovery Data has not determined the title category for this rep.

discoverydata.com
732-933-1899
contact@discoverydata.com