



FINRA REVIEW NOTICE

This FINRA review letter refers to the client handout, The Baby Boomer's Guide to Social Security, which is a one sheet trifold.

You must hold a valid license with Horseshmouth LLC in order to use this material.

January 3, 2012

Dan Gilligan

Reference: **FX2011-1230-0175/E**

Org Id :152517

REVIEW LETTER

1. 2012- Baby Boomers Guide to Social Security
Rule: 2210
1 page

Fee: \$500

Total Fee: \$500

Attention: Dan Gilligan

The material submitted appears consistent with applicable standards.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

NOTE: *This review is limited to the communication that was filed. We assume that the communication does not omit material facts, contain statements that are not factual, or offer opinions that do not have a reasonable basis. This communication may be described as "Reviewed by FINRA" or "FINRA Reviewed"; however, there must be no statement or implication that this communication has been approved by FINRA.*

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.



FINRA REVIEW NOTICE

This FINRA review letter refers to the Seminar Brochure (2 pages) for the Savvy Social Security Planning presentation.

You must hold a valid license with Horseshoeth LLC in order to use this material.

January 4, 2012

Dan Gilligan

Reference: **FX2011-1230-0170/E**

Org Id :152517

REVIEW LETTER

- 1. Marketing Toolkit- Savvy Social Security
Rule: 2210
1 page

Fee: \$500

Total Fee: \$500

Attention: Dan Gilligan

This material generally appears consistent with applicable standards.

Please note that this review covers the first 2 pages of the material filed. We note that the remaining pages will have to be filed with the Advertising Regulation department separately.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

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FINRA REVIEW NOTICE

This FINRA review letter refers to the Seminar Poster (1 page) for the Savvy Social Security Planning presentation.

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January 5, 2012

Dan Gilligan

Reference: **FX2012-0104-0269/E**
Link Reference : FX2012-0104-0266

Org Id :152517

REVIEW LETTER

- 1. Social Security Workshop Poster
Rule: 2210
1 page

Fee: \$500

Total Fee: \$500

Attention: Dan Gilligan

The material submitted appears consistent with applicable standards.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

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FINRA REVIEW NOTICE

This FINRA review letter refers to the Seminar Invitation on Stationary (1 page) for the Savvy Social Security Planning presentation.

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January 5, 2012

Dan Gilligan

Reference: **FX2012-0104-0266/E**

Org Id :152517

Link Reference : FX2012-0104-0270, FX2012-0104-0269, FX2012-0104-0268

REVIEW LETTER

- 1. Social Security Workshop Invite
Rule: 2210
1 page

Fee: \$500

Total Fee: \$500

Attention: Dan Gilligan

The material submitted appears consistent with applicable standards.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

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FINRA REVIEW NOTICE

This FINRA review letter refers to the Seminar Postcard (2 pages) and Seminar Invitation (1 page) for the Savvy Social Security Planning presentation.

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January 5, 2012

Dan Gilligan

Reference: **FX2012-0104-0268/E**
Link Reference : FX2012-0104-0266

Org Id :152517

REVIEW LETTER

- 1. Social Security Workshop Postcard
Rule: 2210
1 page

Fee: \$500

Total Fee: \$500

Attention: Dan Gilligan

The material submitted appears consistent with applicable standards.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

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FINRA REVIEW NOTICE

This FINRA review letter refers to the Seminar Press Release (1 page) for the Savvy Social Security Planning presentation.

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January 5, 2012

Dan Gilligan

Reference: **FX2012-0104-0270/E**
Link Reference : FX2012-0104-0266

Org Id :152517

REVIEW LETTER

1. Social Security Workshop Press Release
Rule: 2210
1 page

Fee: \$500

Total Fee: \$500

Attention: Dan Gilligan

The material submitted appears consistent with applicable standards.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

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FINRA REVIEW NOTICE

This FINRA review letter refers to a total of 70 pages of presentation material: the Savvy Social Security script (26 pages) and Powerpoint presentation (44 slides).

You must hold a valid license with Horseshmouth LLC in order to use this material.

January 10, 2012

Dan Gilligan

Reference: **FR2011-1221-0297/E**

Org Id :152517

REVIEW LETTER

- 1. Savvy Social Security Client Presentation
Rule: 2210
70 pages

Fee: \$700

Total Fee: \$700

Attention: Dan Gilligan

The material submitted appears consistent with applicable standards.

Reviewed by,

Tracy Ofori
Senior Analyst

hrm

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