

Publication of Sweeping Changes to SEC Marketing Rule Sets Effective and Compliance Dates

March 8, 2021

On March 5, 2021, the SEC release adopting broad changes to [rule 206\(4\)-1](#) under the U.S. Investment Advisers Act of 1940 was published in the [federal register](#). Following this date, registered advisers may elect to conform their marketing and client solicitation practices to the revised rule, or continue to comply with the previous version of rule 206(4)-1. However, commencing November 4, 2022, all advertisements and client solicitations by registered advisers must comply with the revised rule.

For additional information and analysis on the revised requirements, please see our [client alert](#). We will continue to monitor for new Commission and staff-level guidance on the revised advertising rule and its application to adviser marketing practices.

[Related Professionals](#)

- **Christopher M. Wells**