

## 102. Public Filings

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**Time:** 2 Hours

**Who:** David Kohl / Doug Jones / John Hall

**Where:** RHSB Dallas

### Overview

This activity will provide the new Producer with an overview of how they can use information contained in public filings to their advantage in the sales process

### Objectives

As a result of this activity Producers will be able to:

1. Understand the importance of public data / filings
2. Know what online resources are most valuable in securing such information
3. Know what to look for when doing public filings research and how to use the information when working on new business

### Steps

1. Review filings / data for one of new producer's prospects
2. Discuss how this information is used on a POSI and how can it be used in a presentation

### Materials

- List of helpful on-line resources / websites
- Sample filings – SWS Group
- <http://beginnersinvest.about.com/od/analyzingbalancesheet/a/annual-reports-10k-10q.htm>

### Follow-Up

Debrief by having the new producer complete a POSI on one of their prospects from information obtained from websites and public filings