Tennessee Bankers University

RegZ New Advertising Rules for Closed-end Credit

Web Seminar

On Demand now

Description

On July 14, 2008 the Federal Reserve Board published final revisions to Regulation Z, which, for the most part, take effect on October 1, 2009. While all of the revisions are important, the new advertising rules need immediate attention. This program focuses on the new rules for open-end credit, including home equity lines of credit. The changes impact ads for loan products that are broadcasted or distributed in any manner on or after October 1, 2009. Existing ads may need to be retooled if used after October 1, 2009. And any new ads used on or after the October 1st effective date must comply with the new requirements.

Features

The new Regulation Z rules are the Federal Reserve Board's response to the sub-prime mortgage lending crisis. But make no mistake about it, the new rules impact all lenders not just those who engaged in sub-prime lending practices.

>Content:

Upon completion of the program participants will understand new rules for closed-end credit including:

- Rules for discounted variable rates;
- Clear and conspicuous requirements including:
  - ◊ Various media - Internet, television, radio, or other;
  - ◊ Prominence and proximity rules
- Requirements for a reasonably current index and margin
- Tax implications disclosure;
- Prohibition on misleading disclosures including:
  - ◊ Misleading advertising of fixed rates and payments;
  - ◊ Misleading comparisons;
  - ◊ Misrepresentations about government endorsements;
  - ◊ Misleading use of the current lender's name;
  - ◊ Misleading claims of debt elimination;
  - ◊ Misleading use of the term counselor; and
  - ◊ Misleading foreign language ads.

Workshop Resources

This program covers all of the new Regulation Z advertising rules that impact open-end credit and places the changes in context of the existing Regulation Z advertising requirements. Program participants receive a detailed manual, accompanied by a 1 hour and 3 minute video webcast.

Expected Audience

The program is designed for marketing officers, compliance officers and others involved in marketing/advertising loan products.

Speaker

Jack Holzknecht, is a principal with Pegasus Educational Services, LLC, a training firm headquartered in Louisville, Kentucky. He is an experienced consultant who has provided training to thousands of bankers and examiners for twenty-eight years. He has the ability to identify the key compliance issues from each regulation. Jack's career began in 1976 as a federal bank examiner. He later headed the form and software and education divisions of a regional consulting company. In that capacity he developed loan and deposit form systems and software. He also developed and presented training programs to bankers in 43 states. He developed and delivered compliance training for the FDIC and OTS for ten years. He is a Certified Regulatory Compliance Manager and a member of the National Speakers Association.

What is an On-Demand Course?

It is a training tool that gives you and your staff **on-demand six months unlimited access** to a variety of topics presented by names you trust—**for one low price**. Each course includes a video presentation from the speaker, audio and slides—plus a detailed manual for download and a Question and Answer Forum for answers anytime.

The process is simple. Enroll in a course, pay online with a credit card, and receive an e-mail immediately with your link to your course. The same login information and link is used to access all courses you purchase using your account. Your computer will need speakers to receive the audio presentation. There are no special hardware or software requirements to view the program. Presentations lasting in excess of one hour are broken down into 30 minute segments to make it easier to manage class participation time.

Special note to Trainers: This system gives you the ability to develop your online training library. Using one link, user name and password anyone in your organization is able to access the program for six months. The manual and other supporting materials are available to anyone with the login information. You forward the login information, assign the courses to watch and let the learning begin.

Registration

Visit http://www.speakersmic.com/tnba

Secure online registration allows you to enter your registration directly into our system, and receive your invoice immediately. You can pay with a Credit Card or generate an invoice to be faxed or mailed with a credit card # or check. Registrations will be processed when payment is received.

Fill out this form and Fax it to: 888.420.4806

Mail check payable to: Speakersmic.com LLC, with form to:
974 Breckenridge Ln., #253 Louisville, KY 40207

[_] Reg Z– New Advertising Rules for Closed-end Credit $249.00
Running Time: 1 Hour 3 Minutes
Includes printable manual and a video presentation.

Full Name | Title

Bank

Street Address

City | State | Zip

Phone

E-mail ***required for registration and confirmation**

Payment Method: [_] Visa [_] Mastercard [_] AMEX [_] Check

Card Number / / Expiration Security Code

For Questions or to register by phone:
call Speakersmic @ 888.325.0974

A 3 or 4 digit code on the back for VISA /MC front for AMEX

This program is submitted for 1 hour of credit from the Institute of Certified Bankers (ICB); exact hours and area of application to be determined. Please make application directly with ICB.