

The Benefits of Secondary Trading

YOUR INVESTORS WANT LIQUIDITY, YOU WANT PRICE DISCOVERY

Companies like yours have the potential to provide liquidity for some of your investors. There are many benefits to this:

- Allows investors to access appreciation
- Unlocks investors capital so they can reinvest
- Creates buzz around your company/securities
- Provides a more accurate assessment of your valuation (Investors are bidding)
- And much more

Did You Know?

The secondary transfer of securities is regulated at the federal AND state level and issuers must comply with state Blue Sky laws?



USE GUARDD FOR YOUR SECONDARY DISCLOSURE COMPLIANCE

GUARDD can help you on the compliance side. Since most offerings take place on arguably public platforms between investors that may not have a pre-existing relationship nor may be accredited, then they don't qualify for most of the exemptions from state registration. There is a solution and that is the Manual Exemption. GUARDD helps you comply with the Manual Exemption by standardizing your company and financial disclosures into a concise report that is published in a registered securities manual clearing your way to secondary trading.

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SECONDARY DISCLOSURE REPORT