

The New Normal: ComplySci helps Bluerock Capital Markets Maintain Compliance in a Remote Work Environment



Formed in 2010, Bluerock Capital Markets, LLC (BCM) seeks to provide educational information related to real estate and alternative investment opportunities for financial advisors and their clients. BCM distributes a broad range of alternative investment products exclusively through banks, independent broker dealers, and registered investment advisors.

CHALLENGE: BUILDING A COMPLIANCE PROGRAM FROM HOME

Kamala Connors began her role as Senior Compliance Officer with BCM in March 2020 with the intentions of expanding the firm's use of ComplySci and transitioning BCM to a more automated compliance program. Coincidentally, her first day on the job was also the first day of shelter-in-place restrictions due to the COVID-19 pandemic.

For Kamala, having ComplySci was a lifesaver. Her experience as a compliance consultant taught her that manual systems are time-consuming, inefficient, and cumbersome, and often require resources that most people don't have access to at home, such as commercial printers and the space for filing paper-based records.

Kamala explains the added pressures of building a compliance program in a remote work environment: "It would have been complete chaos to do all of my work manually from home. Reviewing and maintaining paper-based documents and compiling spreadsheets by hand requires a lot of busywork, which can easily slip through the cracks, especially with all of the added responsibilities and complications that working from home can bring."

SOLUTION: COMPLIANCE SOFTWARE ON-THE-GO

Kamala was introduced to the ComplySci platform as a consultant and was impressed with the capabilities of ComplySci and was happy to learn BCM had already been using the platform. After the reality of the pandemic hit, she knew that she had to take advantage of all the technology at her disposal.

Kamala relied on ComplySci to significantly reduce her workload by automating compliance tasks and streamlining the compliance functions within BCM. In a remote work setting, especially, staying organized was critical, and a centralized paperless platform was the only practical solution. Using less paper turned out to be an added bonus, given BCM's ESG agenda.

"Rather than having to ask and follow-up with all 33 registered representatives to review, complete, and sign various documents, we love having everything on one platform. The process is seamless, whether it's onboarding, certifications, or annual reviews." ~ Kamala Connors, BCM

BENEFITS: SEAMLESS TRANSITION TO A VIRTUAL SETTING WITH LESS RESOURCES

BCM is seeing immediate benefits from the increased reliance on ComplySci for compliance management, especially with the added remote work challenges. The amount of time and resources saved with ComplySci has helped Kamala and her team seamlessly transition to a remote work environment.

With ComplySci, Kamala sets many compliance tasks on "auto-pilot" with preset rules and alerts. She also uses ComplySci to update annual review and training procedures, a necessity due to COVID-19's impact.

"In the past, BCM held firm-wide, annual conferences at year-end. While it's unfortunate that I will not get to meet my new co-workers in Florida this year, I am thankful I can use ComplySci to help schedule annual certifications and training."

RESULTS: IMPROVED ORGANIZATION AND EFFICIENCY

The increased use of ComplySci has paid off for BCM, resulting in improved organization and efficiency. Having a centralized place for documents and records has made day-to-day tasks easier and audits and regulatory examinations effortless.

"It's so easy to pull required items upon request from ComplySci, and I don't have to worry about the possibility of human error, which is huge, especially knowing how distracted we can get working from home these days." ~ Kamala Connors, BCS

And despite all the changes working from home has brought, Kamala is impressed that ComplySci's Customer Success Team remains unwavering in its support. As she continues to adapt to a remote work environment, it's comforting to know that ComplySci's support team is always there to help. "There is never a dumb question and everyone on the customer support team is so responsive, even through COVID-related disruptions. They are all so nice and helpful!"

Overall, ComplySci has been vital for BCM's compliance program in an uncertain future where remote working is the new normal. Kamala can't get through her day without it. "Every morning, the first thing I do is sit down and log into ComplySci and it's on my screen all day long."



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