

SUPPORTING STATEMENT  
FOR THE PAPERWORK REDUCTION ACT INFORMATION COLLECTION  
SUBMISSION FOR RULE 701

A. JUSTIFICATION

1. Circumstances Making the Collection of Information Necessary

Absent an available exemption, the Securities Act of 1933 (the “Securities Act”) requires that a registration statement be filed with the Commission disclosing prescribed categories of information before the securities may be offered for sale to the public. The securities may not be sold to the public until the registration statement becomes effective. In addition, prospective investors must be furnished a prospectus containing the most significant information from the registration statement. However, Congress recognized that in some situations there may not be a need for registration and thus provided a number of exemptions from registration. Section 28 of the Securities Act permits the Commission to “conditionally or unconditionally exempt any person, security or transaction ... from any provision ... to the extent that such exemption is necessary or appropriate in the public interest, and is consistent with protection of investors.”

Rule 701 permits a company that is not subject to the reporting requirements under the Section 13 or 15(d) of the Securities Exchange Act of 1934 to offer and sell its securities under a written compensatory benefit plan established by the issuer for the participation of its employees, directors, general partners, officers or consultants and advisors without registration under the Securities Act. The total sales price or maximum amount of securities that may be sold during any consecutive 12 month period must not exceed the greatest of either: \$1 million; 15% of the total assets of the issuer or its parent company if the issuer is a wholly-owned subsidiary; or 15% of the outstanding amount of the class of securities being offered and sold in reliance on Rule 701. The issuer must deliver to investors a copy of the compensatory benefit plan or contract. In addition, if the total sales price or amount of securities sold during any 12-month period exceeds \$5 million the issuer must deliver additional disclosure to investors a reasonable period before the date of sale, including for example: a copy of the summary plan description required by the Employee Retirement Income Security Act of 1974 (“ERISA”) or, if the plan is not subject to ERISA, a summary of the material terms of the plan; and the financial statements required to be furnished by Part F/S of Form 1-A.

2. Purposes and Use of the Information Collection

The purpose of the Rule 701 collection is to ensure that a basic level of information is available to investors under the compensatory plan. If companies do not provide basic risk and financial disclosure to their investors, even when these persons have a business or employment relationship with them, there is a danger that investment decisions will be made without sufficient information.

3. Consideration Given to Information Technology

The required information is provided to the investors in the compensatory plan and is not provided to the Commission. The information may be electronically transmitted to investors.

4. Duplication of Information

The information required by Rule 701 is not duplicative of other required disclosure.

5. Reducing the Burden on Small Entities

The Rule 701 exemption was designed to decrease costs and burdens for all issuers, including small business issuers, and facilitate security offerings between issuers and their employees.

6. Consequences of Not Conducting Collection

The legislative intent for collection of this information requires that the information be available prior to the making of the investment decision. It cannot be satisfied by fewer collections.

7. Special Circumstances

Not applicable.

8. Consultations with Persons Outside the Agency

Rule 701 was solicited for public comment. No comments were received on this request during the 60-day comment period prior to OMB's approval of this extension request.

9. Payment or Gift to Respondents

Not applicable.

10. Confidentiality

Not applicable.

11. Sensitive Questions

No information of a sensitive nature, including social security numbers, will be required under this collection of information. The information collection does not collect personally identifiable information (PII). The agency has determined that a system of records notice (SORN) and privacy impact assessment (PIA) are not required in connection with the collection of information.

12. Estimate of Respondents Reporting Burden

For purposes of the Paperwork Reduction Act (“PRA”), we estimate that Rule 701 takes approximately 2 hours per response to comply with the collection of information requirements and is filed by 300 issuers. We derived our burden hour estimates by estimating the average number of hours it would take an issuer to compile the necessary information and data, prepare and review disclosure, file documents and retain records. In connection with rule amendments to the form, we occasionally receive PRA estimates from public commenters about incremental burdens that are used in our burden estimates. We believe that the actual burdens will likely vary among individual issuers based on the nature of their operations. We further estimate that 25% of the collection of information burden is carried by the issuer internally and that 75% of the burden of preparation is carried by outside professionals retained by the company. Based on our estimates, we calculated the total reporting burden to be 150 hours ((25% x 2 hours per response) x 300 responses). For administrative convenience, the presentation of the totals related to the paperwork burden hours have been rounded to the nearest whole number and the cost totals have been rounded to the nearest dollar. The estimated burden hours are made solely for the purpose of the Paperwork Reduction Act.

13. Estimate of Total Annualized Cost Burden

We estimate that 75% of the 2 hours per response (1.5 hours) is prepared by outside counsel. We estimate that it costs \$400 per hour (\$400 x 1.5 hours per response x 300 responses) for a total cost burden of \$180,000. We estimate an hourly cost of \$400 for outside legal and accounting services used in connection with public company reporting. This estimate is based on our consultations with registrants and professional firms who regularly assist registrants in preparing and filing disclosure documents with the Commission. Our estimates reflect average burdens, and therefore, some companies may experience costs in excess of our estimates and some companies may experience costs that are lower than our estimates. For administrative convenience, the presentation of the totals related to the paperwork burden hours have been rounded to the nearest whole number and the cost totals have been rounded to the nearest dollar. The cost estimate is made solely for the purpose of the Paperwork Reduction Act.

14. Costs to Federal Government

No special filing is required to be made with the government under the rule, so no cost is attributed to the review and processing of the information.

15. Reason for Change in Burden

No change in burden.

16. Information Collection Planned for Statistical Purposes

Not applicable.

17. Approval to Omit OMB Expiration Date

The Commission is not seeking approval to omit the expiration date.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

Not applicable.

B. STATISTICAL METHODS

Not applicable.