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Distributor Safety and Compliance: Strategies for Responsible Operations

Tuesday, June 16, 2026

Speaker – Bill Napier



While Talking to Your Customers

- “We had a burglary...”
- “We are building a new store...”
- “Not sure if I have adequate security...”
- “What should we do about suspected straw purchases?”
- “Your thoughts on customers buying a bunch of the same entry level handguns at once or over short period of time?”
- “I’m a southern border state FFL should I be concerned about someone buying several .50 BMG rifles and paying with cash?”

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*The Firearm Industry
Trade Association*



REAL SOLUTIONSSM

OPERATION SECURE STORESM

A COOPERATIVE PARTNERSHIP

NSSF[®]

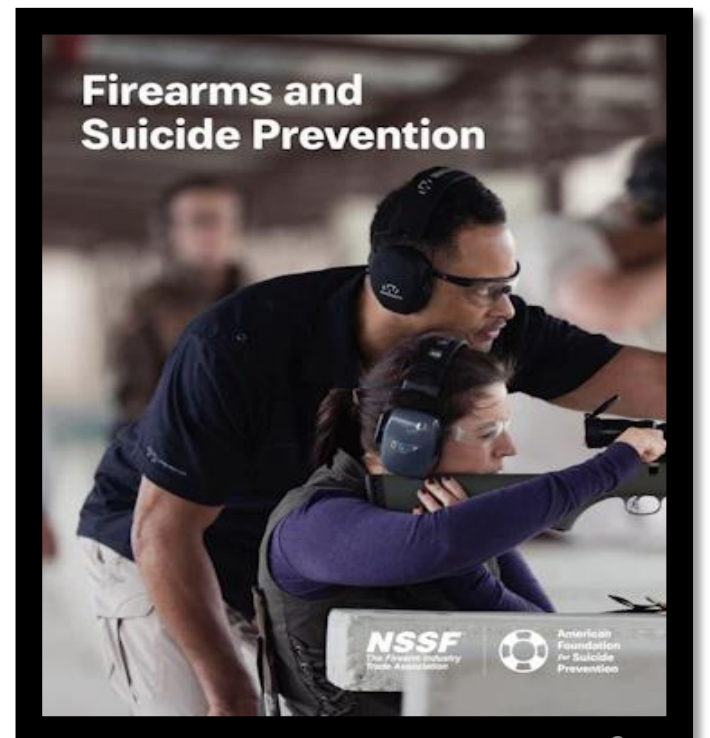
*The Firearm Industry
Trade Association*



**BUY A GUN
FOR SOMEONE
WHO CAN'T**

BUY 15 YEARS IN JAIL

DontLie.Org | Celebrating 20 Years of Justice





A COOPERATIVE PROGRAM OF
ATF  **NSSF**
The Firearms Industry Trade Association

A FAVOR CAN BE A **FELONY**

**BUYING A GUN FOR
SOMEONE WHO CAN'T?
THAT'S A CRIME.**

15 YEARS | \$250,000 FINE

1-888-ATF-TIPS
(1-888-283-8477)



A man in a blue shirt is seen from the back, standing in a meeting room and gesturing towards a group of people seated around a table. The room has large windows in the background.

DON'T LIE

FOR THE OTHER GUY™

Awareness

HOW TO PREPARE YOUR TEAM TO SPOT STRAW PURCHASE WARNING SIGNS

A straw purchase occurs when someone buys a firearm on behalf of another person – while falsely claiming it's for themselves.

(Supreme Court, Abramski v. U.S., 2014)



KEY FACTS TO KNOW:

— X It's illegal even if the actual buyer can legally own a firearm.

— X The crime lies in misrepresenting who the true purchaser is.

— X The real buyer avoids background checks by using a proxy.

— X Form 4473 that doesn't reflect the actual purchaser is a violation.

NSSF

6 COMMON STRAW PURCHASE WARNING SIGNS

A buyer attempts to purchase the exact firearm previously denied to someone else.

One family member is denied, and another tries to buy the same firearm immediately after.

A friend or relative steps in to complete the paperwork after a denial.

Large or multiple purchases using newly issued identification documents.

Buyer shows no interest in price, model, or features – especially when buying multiples.

Buyer is getting instructions from someone else on how to fill out Form 4473.

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DON'T LIE
FOR THE OTHER GUY™

**Genuine
Purchase
or Straw?**

Purpose

What are you buying the gun for?

- Hunting
- Protection
- Sport Shooting



GENUINE INTENT

Couples

- Pay attention to the interaction between them and the selling process.
- Look for one person selecting the firearm and the second person completing the Form 4473.
- Don't accept excuses such as, "I forgot my wallet, so my girlfriend is purchasing it for me."



Watch out for Notes, Buying Aids, Calls...

- The purchaser shouldn't be referencing notes or pictures or taking directions from a caller.
- Be suspicious of uneducated customers attempting to purchase more than one handgun at a time with little inquiry about the firearms.



Who's Paying?

- Be alert to who's paying versus who's completing the Form 4473 and NICS.



THE
BEST
QUESTION
EVER



Who are we buying a gun for today?

Ask

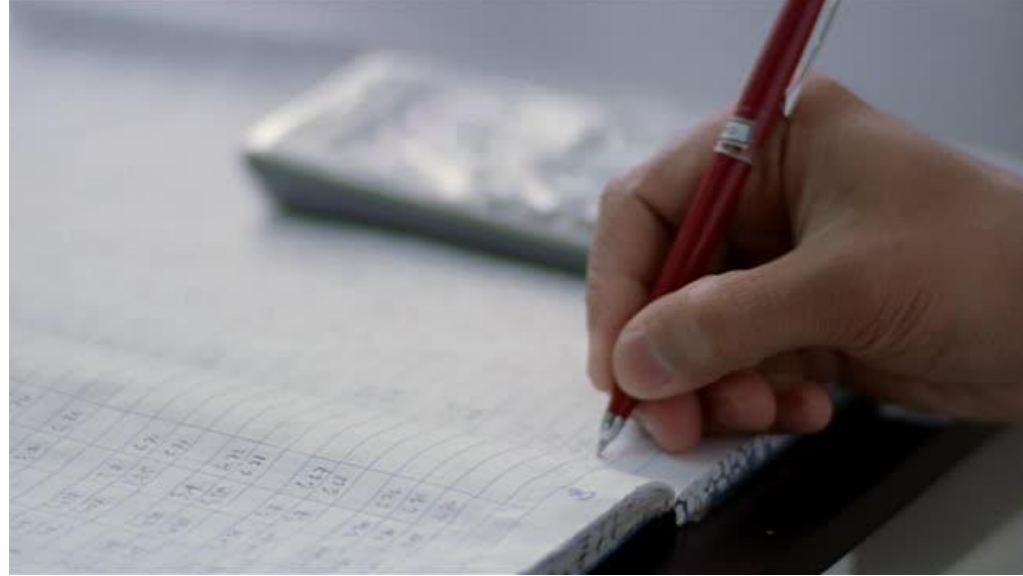
Remember, you have every right, as well as the responsibility, to deny a firearm transfer to anyone for any reason, even if that reason is “It just doesn’t feel right.”
****United States v. Jackson (1989)****

Recommend full stop with “no sale today” resist the urge to comment or get pulled into an argument!



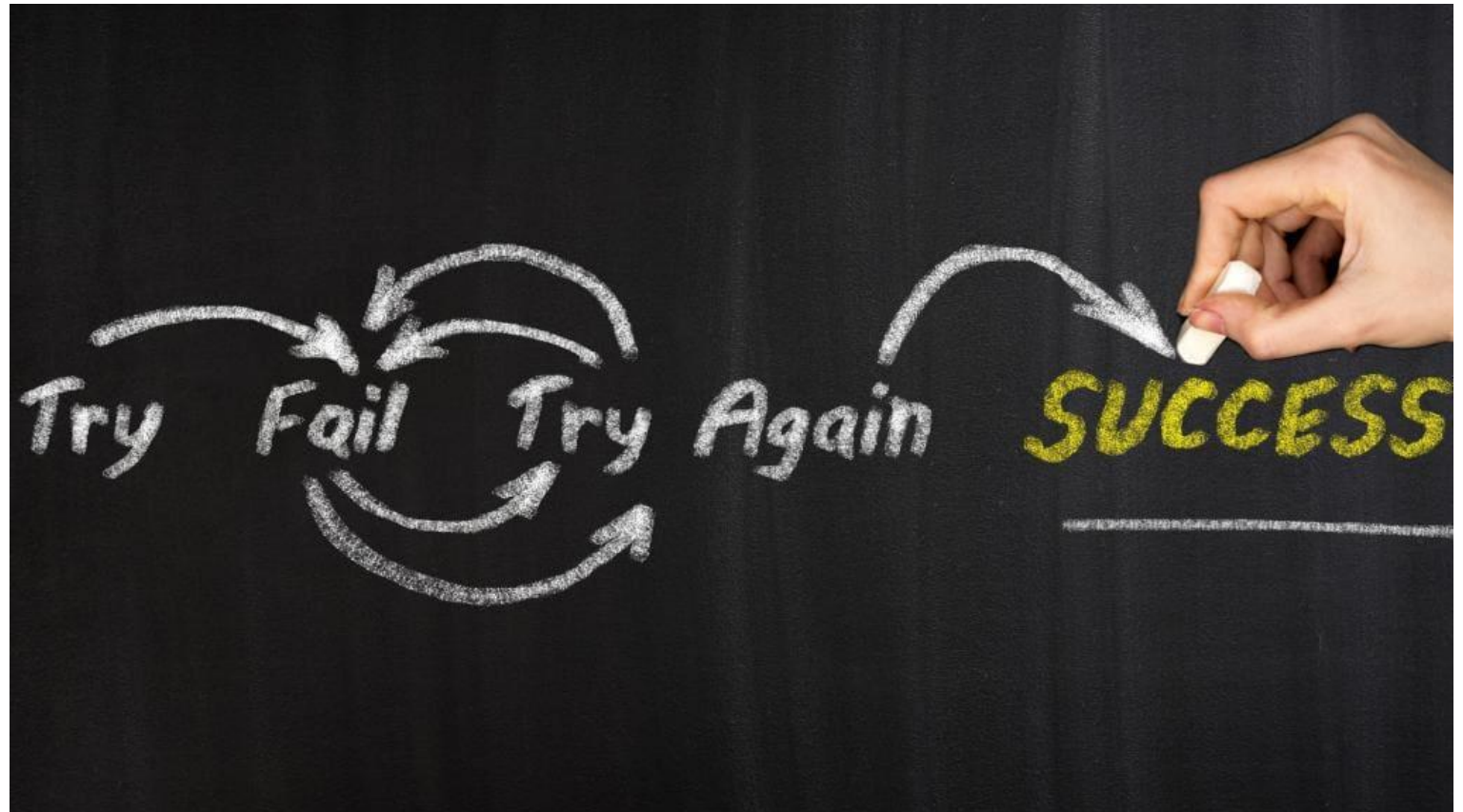


Tracking & Reporting - **Do it Right**



Failed Attempts

**DENIED
PURCHASE
LOG – Do it
Right!**





SHARE

INFORMATION SHARING



Report Suspicious Activity – Local Law Enforcement & ATF

- EVIDENCE -

NAME _____

FILE NO. _____

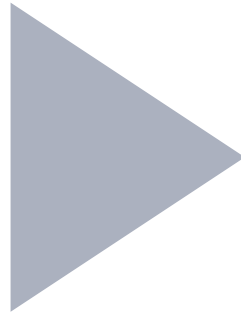
EXHIBIT & ITEM NO'S _____

INVESTIGATOR & SECTION _____

Maintain Evidence – ATF 4473, CCTV Footage, Etc.

Range Reminder

**Firearm Rentals &
Ammunition**



You may not rent
firearms or sell
ammunition to a
prohibited person or
someone that you
should reasonably
know is a prohibited
person.

Giving Guns as Gifts

- If the Customer is the buyer and is buying the firearm with their own money, not at the request of another person, with the intention of giving the gun as a gift – they would then be considered the buyer (Form 4473 – Question 21a).
 - Even if they are not keeping the gun, they are the owner of that firearm until they legally transfer it to the intended recipient.
-



DONT'LIE

FOR THE OTHER GUY™

DONTLIE.ORG

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PROTECTING THE PUBLIC
SERVING OUR NATION

www.atf.gov



Federal Firearms Licensee (FFL) Theft/Loss Report

Data Source: Firearms Tracing System

Source

January 1, 2025 – December 31, 2025

<https://www.atf.gov/firearms/report/firearms-theft-loss/2025-federal-firearms-licensee-theft/loss-report>



U.S. Department of Justice

Bureau of Alcohol, Tobacco, Firearms and Explosives

Totals and Loss Count by Type of Firearm

FIREARM TYPES	TOTALS	BURGLARY FIREARM COUNT	LARCENY FIREARM COUNT	ROBBERY FIREARM COUNT	LOSS FIREARM COUNT
Pistols	4,499	1,222	852	69	2,356
Rifles	2,593	334	265	5	1,989
Shotguns	1,188	88	74	3	1,023
Receivers/Frames	1,043	23	32	0	988
Revolvers	762	54	70	0	638
Silencers	197	13	38	0	146
Derringers	49	9	2	0	38
Unknown Types	34	5	1	0	28
Machineguns	9	0	4	0	5
Combination Guns	7	0	0	0	7
Any Other Weapon	1	0	0	0	1
Destructive Device	1	0	0	0	1
TOTALS	10,383	1,748	1,338	77	7,220

16.8%

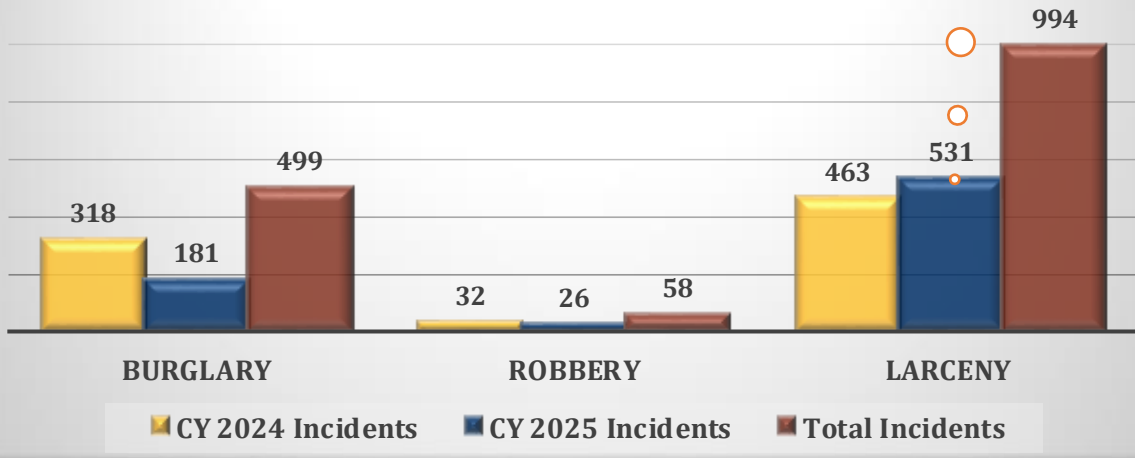
10.9%

69.5%

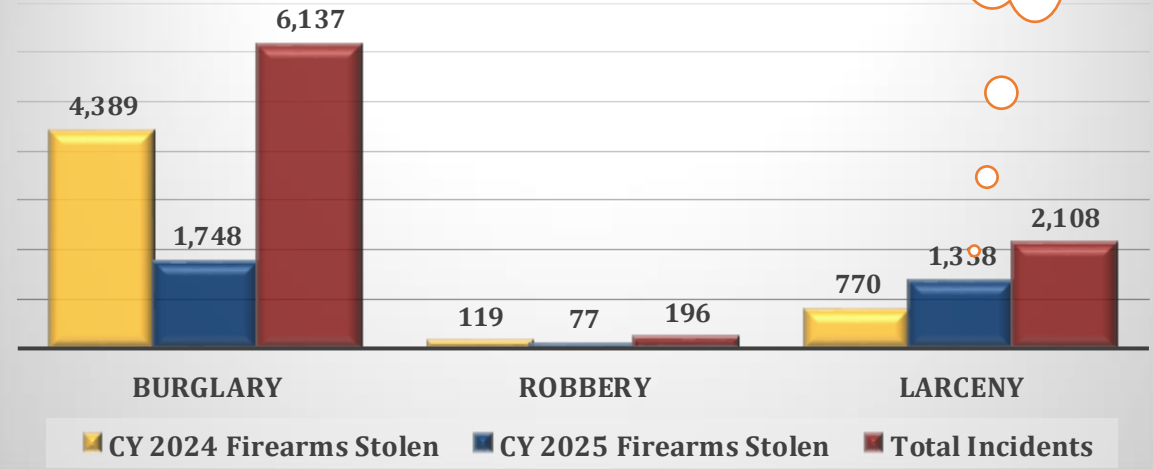
Top 10 Totals by States 2025

- Pennsylvania 887
- Texas 740
- North Carolina 717
- Michigan 511
- Florida 476
- Louisiana 469
- Georgia 363
- Minnesota 360
- South Carolina 351
- California 334
- Total All States 10,383

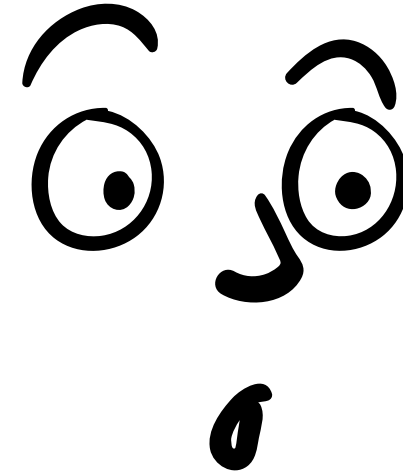
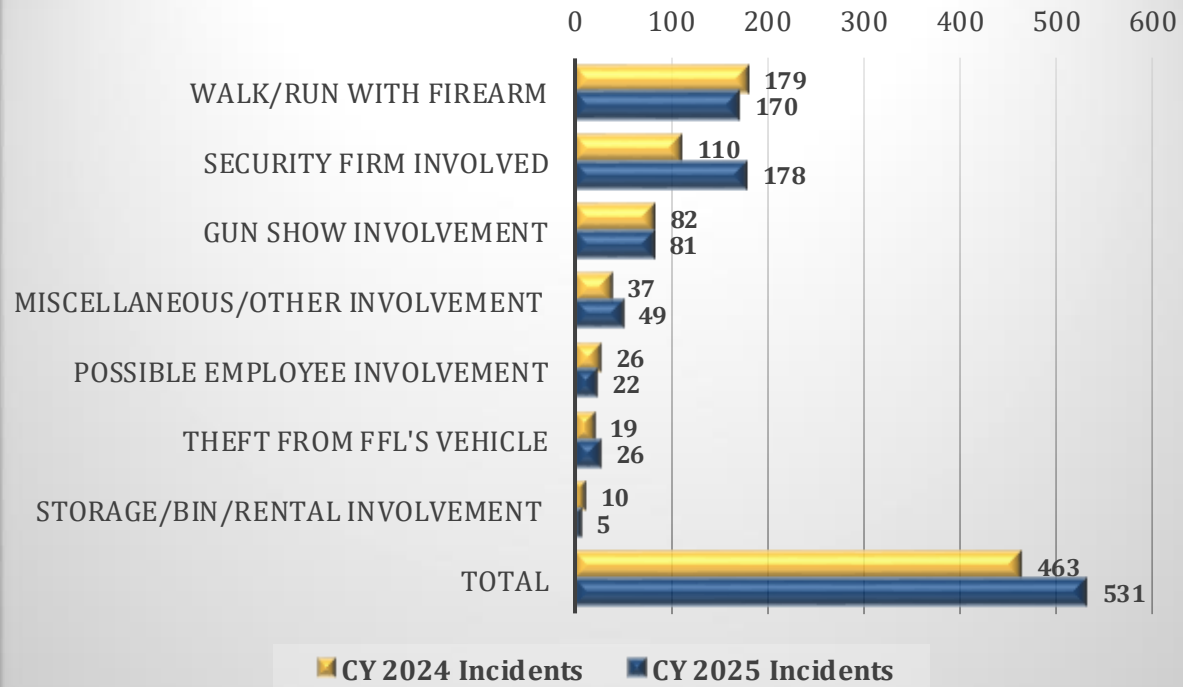
FFL Theft Incidents



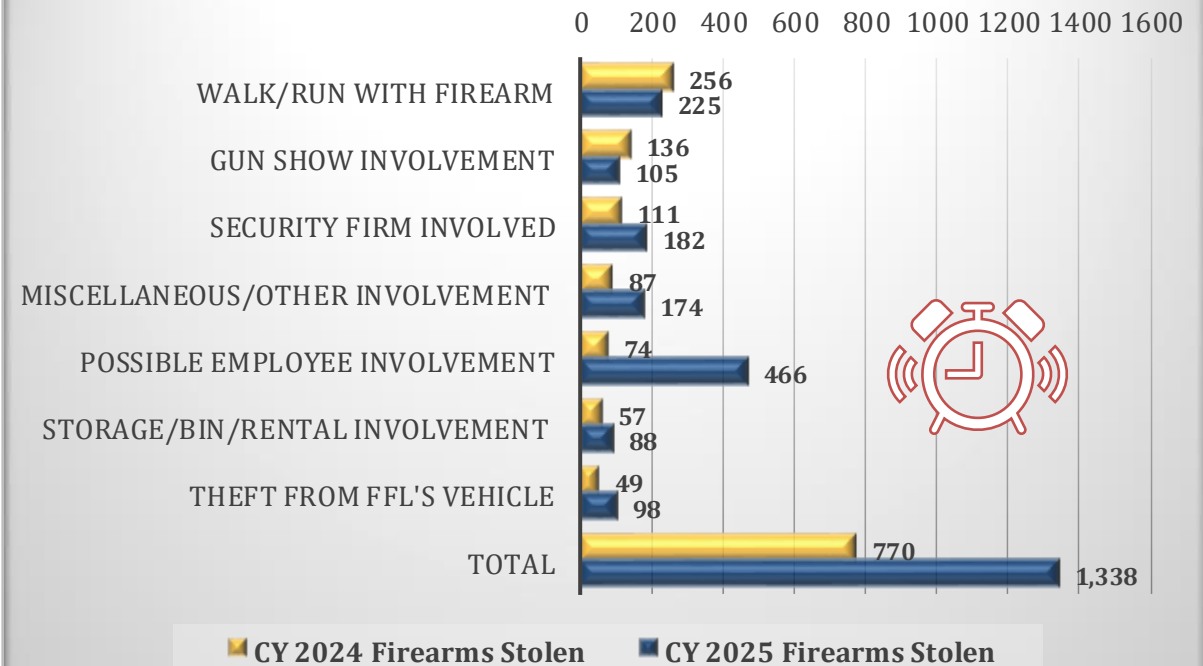
FFL Firearms Stolen in Incidents



FFL Larceny Incidents



FFL Larceny Incidents - Firearms Stolen



OUTSIDE SALES TEAM – TRADE SHOW TEAM

Security at home?

Security in car?

Security at hotel?

Travel plans?

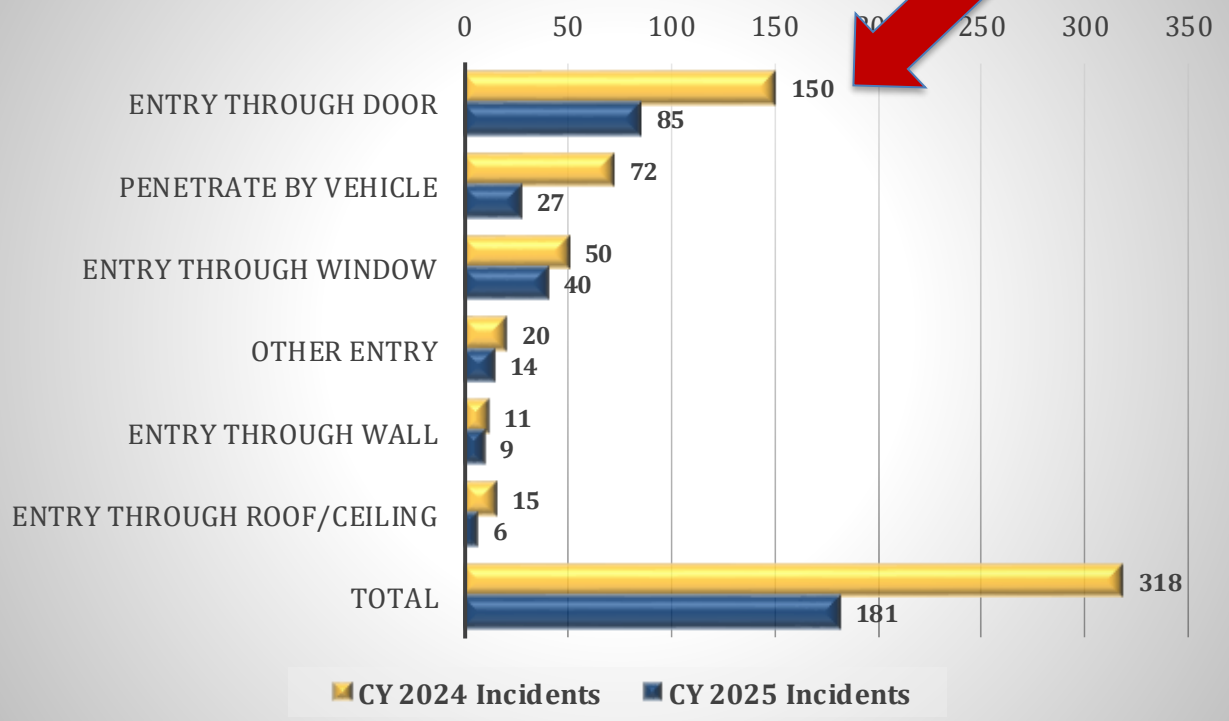
Reporting Loss?

- Trade Show inbound/outbound shipping?
- Overnight at the show?
- Inventory in/out?

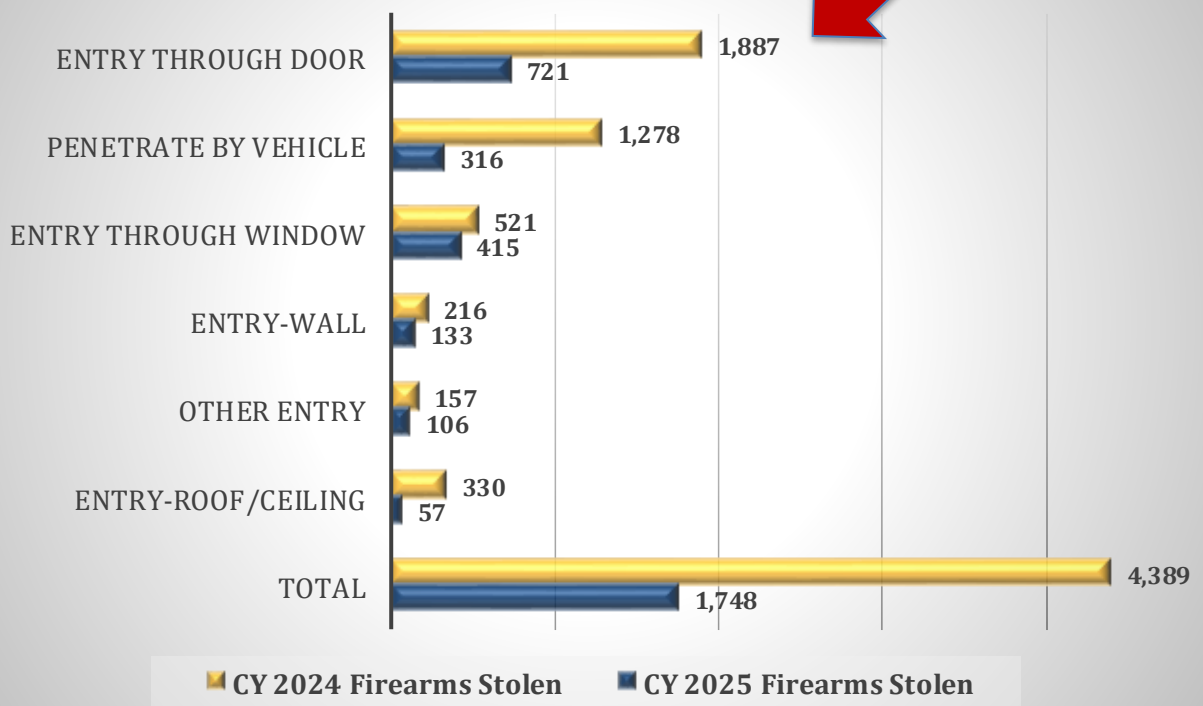
Inventory Management

- Background checks of your employees
- Count your firearms
- Match to open entries in your A&D records
- Trace requests and you determine no transfer occurred firearm not on hand
- High end accessories missing
- Quarterly inventory means less records to review if unaccounted firearms discovered
- Missing firearms reporting requirement and timing

FFL Burglary Incidents



FFL Burglary Incidents Firearms Stolen

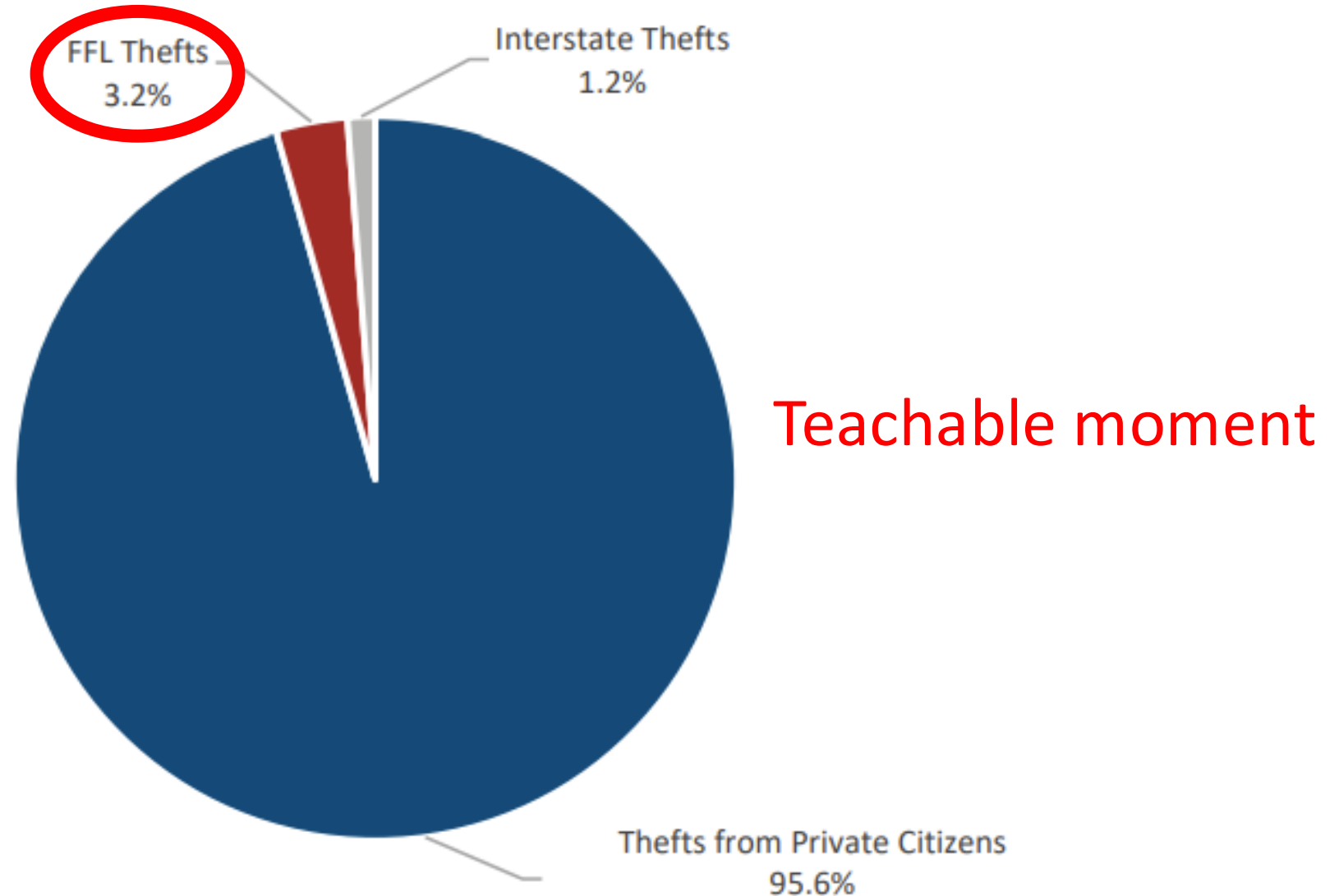


Front Door Protection



From 2017 to 2021, there were 1,074,022 firearms reported stolen. About 3% (34,339) were stolen in FFL thefts, 1% (13,145) were stolen in interstate shipments, and almost 96% (1,026,538) were stolen in thefts from private citizens.

Figure FT-01: Firearm Thefts by Type, 2017 – 2021



<https://www.atf.gov/firearms/docs/report/nfcta-volume-ii-part-v-firearm-thefts/download>

<https://gunstoragecheck.org/>

June 1-7, 2026 **GUN STORAGE CHECK WEEK®**

GUN STORAGE CHECK WEEK® Sept. 1-7, 2026

GUN STORAGE ✓

[FIREARM STORAGE OPTIONS](#) | [PROMOTIONAL TOOLKIT](#) | [RESOURCES](#)



MAKE SURE IT'S **SECURE®**

GUN STORAGE CHECK WEEK® is a national campaign of NSSF®—The Firearm Industry Trade Association to encourage all gun owners to check their firearm storage practices and, if necessary, take action to MAKE SURE IT'S SECURE®.

 **REMIND ME TO PARTICIPATE**

A PROGRAM OF
NSSF
The Firearm Industry
Trade Association





NSSF
The Firearm Industry
Trade Association

What is it?

**FFL RISK &
SECURITY
ASSESSMENT**



- ⊕ Enhance Protection – People, Property & Profits
- ⊕ **Comprehensive Review – Physical, Personal & Digital Security**
- ⊕ **Supports Deterrent Layering**
- ⊕ Improves LE Reporting
- ⊕ Prevents Future Victimization
- ⊕ <https://operationsecurestore.org/>

Security Layering

An aerial photograph of a large, multi-story building complex, possibly a government or institutional facility, surrounded by a well-maintained lawn and trees. The building has a central tower and several wings. The image is used as a background for the text.

Exterior Lighting

Physical Barriers

Glass Protection

Locks & Doors

Alarms & Cameras

Firearm Storage

Security & Risk Self-Assessment

- ⊕ 10 Sections
- ⊕ Easy to Understand
- ⊕ Starts at the Curb
- ⊕ Criminal's Perspective
- ⊕ Common Sense & Cost-Effective Solutions

**OPERATION SECURE STORE
SECURITY & RISK SELF ASSESSMENT**

	Yes	No	N/A
GENERAL SECURITY			
Has a full security & risk assessment of the business location been performed in the last two years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have local police resources been contacted to obtain recommended security measures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has professional advice been sought to identify security equipment necessary to meet current risk levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you identified all areas that are particularly vulnerable to vandalism or forced entry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you allocate a specific budget to be put aside each year for crime reduction measures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are acts of vandalism recorded and reported immediately upon discovery including full details of the nature, time, place, and cost to a central recording point?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are all staff warned to note and report any suspicious activities and when strangers are seen on the premises?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you provide training and safety advice to your staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you carry out refresher training for this at least once a year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sections

1. General Security
2. Structural Security
3. Adjacent Property/ Business
4. Lighting
5. Managed Key Systems
6. Alarms
7. CCTV
8. Cash
9. Personnel Security



OPERATION SECURE STORE SECURITY & RISK SELF ASSESSMENT



GENERAL SECURITY		Yes	No	N/A
Has a full security & risk assessment of the business location been performed in the last two years?	<i>Several internal and external variables can affect vulnerability and risk. Changes in business practices, community growth and other variables can cause the level of risk to increase and decrease. It's important to maintain a level of awareness as it relates to hazards and risk.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have local police resources been contacted to obtain recommended security measures?	<i>Obtaining local crime statistics and patterns helps you know and evaluate hazards or risks that could impact your business. Maintaining an active relationship with local law enforcement is important and will help ensure you are in the know, receive timely relevant information, and will give you the opportunity to act upon information received and improve your businesses security posture.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has professional advice been sought to identify security equipment necessary to meet current risk levels?	<i>It's important to seek the advice of professionals in the field of security. There are so many solutions available that it can be difficult to choose what the right solution is for your business. Seeking the advice of a security expert will help you to make a more educated decision.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you identified all areas that are particularly vulnerable to vandalism or forced entry?	<i>It's important to regularly walk around your property and building perimeters to evaluate established controls and identify gaps. Make sure you know and address the existing ones, and be on the look out for new ones.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you allocate a specific budget to be put aside each year for crime reduction measures?	<i>Setting aside budget dollars helps ensure you have the ability to repair or improve physical security measures and reduce the impact of any unexpected expenses on operational budgets.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are acts of vandalism recorded and reported immediately upon discovery including full details of the nature, time, place, and cost, to a central recording point?	<i>These activities provide insight into changing trends of an area and are important to document and report. Awareness of trends helps you better assess risk and improve your businesses security posture.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are all staff warned to note and report any suspicious activities and when strangers are seen on the premises?	<i>Awareness is key. Individuals may enter your business to evaluate security and awareness levels of your staff. It's important to the safety and security of your business that any suspicious activities are noted and reported to other staff members and law enforcement. If video can be obtained, save it and secure it. It may be very useful in the event there is a related incident.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you provide training and safety advice to your staff?	<i>Training supports employees' knowledge of safety and security risks, and can be done to help prevent incidents while at work. Training educates your employees on proper workplace procedures, practices, and behavior to prevent and/or respond to incidents.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you carry out refresher training for this at least once a year?	<i>Timely recurrent training improves an employee's ability to respond properly to either normal or emergency situations. Adequate and timely recurrent training improves proficiency, increases situational awareness and reinforces safety practices.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<https://www.nssf.org/articles/make-your-gun-your-own-but-stay-on-the-right-side-of-legal/>



[Retailers](#)

[Ranges](#)

[Manufacturers](#)

[Media](#)



**ILLEGALLY
MODIFY A GUN, FACE THE TIME**

**FULL AUTO MEANS
FULL CONSEQUENCES.**



[Privacy & Cookie Policy](#)



PROJECT CYBERSAFE™

GOOD

BETTER

BEST

Ensure The
Security
of Your Business

Download this guide to evaluate your
business's cybersecurity posture

NSSF



PROJECT CYBERSAFE™

GOOD

BETTER

BEST

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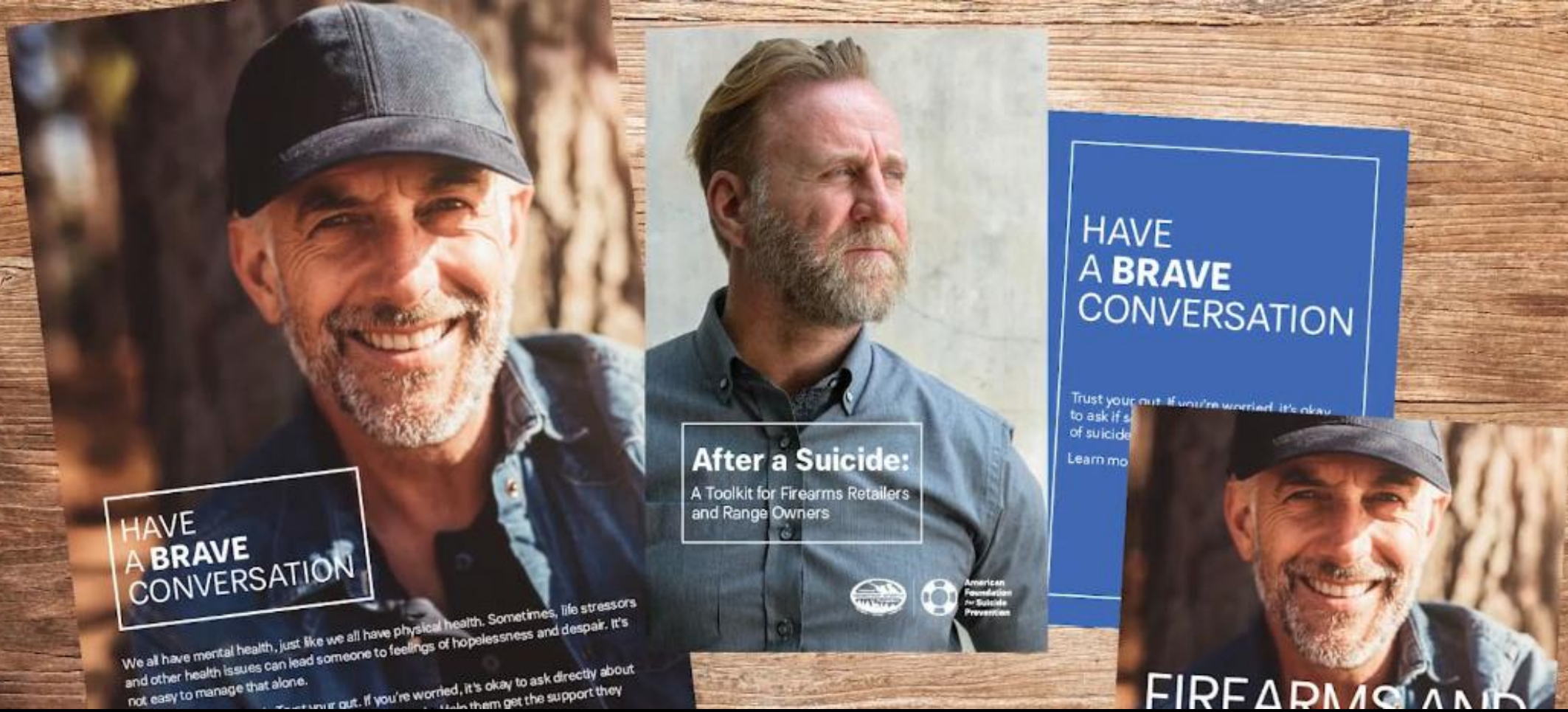
nssf.org/download/project-cybersafe-roadmap-to-success/

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OperationSecureStore.org



FIREARMS & SUICIDE PREVENTION TOOLKIT

Protecting Yourself and Those Around You



Visit

Your Primary Care Provider
Mental Health Professional
Walk-in Clinic
Emergency Department
Urgent Care Center



Find a mental health provider

findtreatment.samhsa.gov
mentalhealthamerica.net/finding-help



National Suicide Prevention Lifeline

1-800-273-TALK (8255)

Training & Awareness



Text TALK to 741741

from the Crisis Text Line for free, 24/7



CrisisChat.org



Call 911 for emergencies



American
Foundation
for Suicide
Prevention

- Prevention
- Intervention
- Postvention

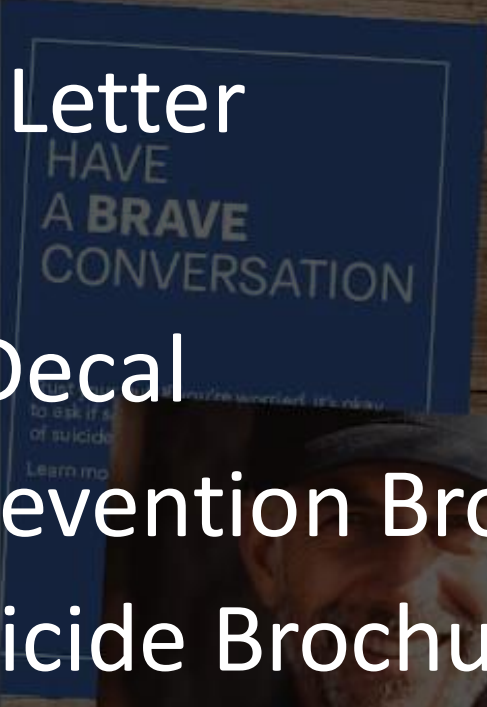
FIREARMS AND SUICIDE PREVENTION



American
Foundation
for Suicide
Prevention

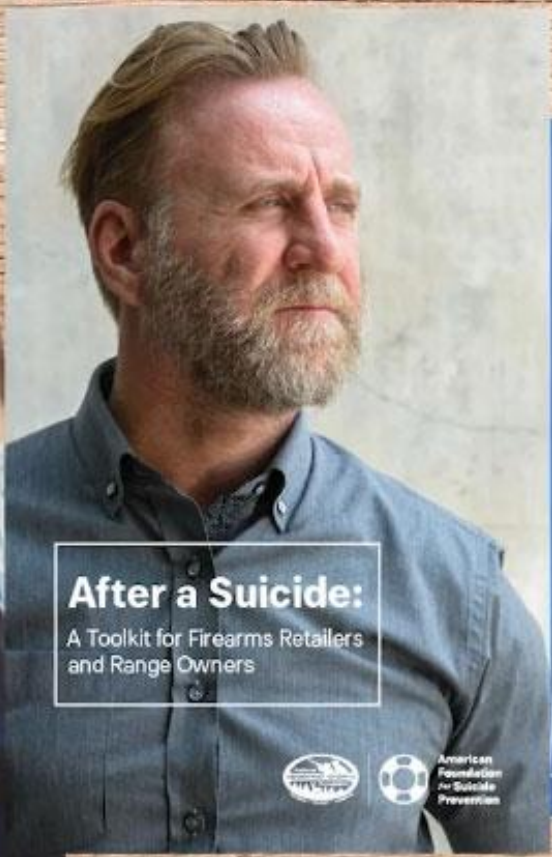
Toolkit Contents

- Welcome Letter
- Tent Card
- Window Decal
- Suicide Prevention Brochure*
- After a Suicide Brochure
- Brave Conversation Poster



Training Quick Reference

- Signs that a Potential Buyer Could Be Suicidal
- Options for Responding to a Potentially Suicidal Buyer
- “What Else Can I Do?”



GET THE TOOLKIT!

nssf.org/safety/suicide-prevention/

Don't Run With Scissors

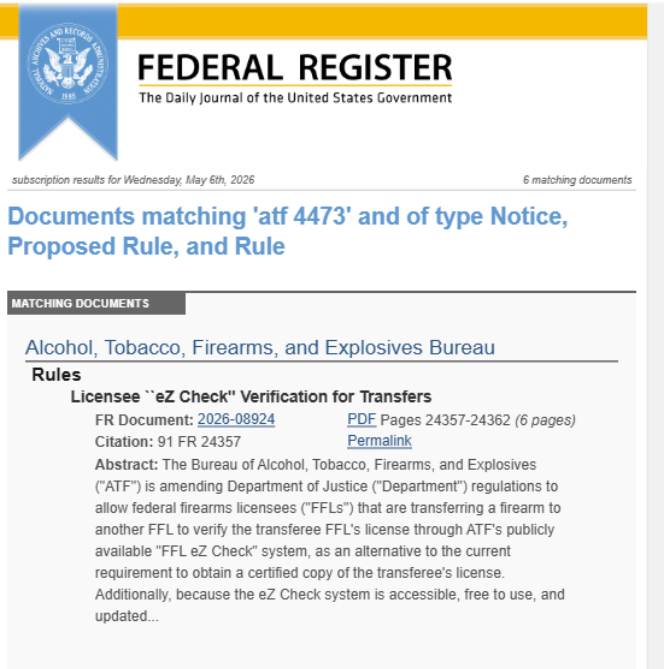
<https://www.federalregister.gov/agencies/alcohol-tobacco-firearms-and-explosives-bureau>


Documents matching 'atf 4473' and of type Notice, Proposed Rule, and Rule

Federal Register Subscriptions <subscriptions@mail.federalregister.gov>

To: You

Not sending too much email?



 **FEDERAL REGISTER**
The Daily Journal of the United States Government

subscription results for Wednesday, May 6th, 2026 6 matching documents

Documents matching 'atf 4473' and of type Notice, Proposed Rule, and Rule

MATCHING DOCUMENTS

Alcohol, Tobacco, Firearms, and Explosives Bureau Rules

Licensee "eZ Check" Verification for Transfers

FR Document: [2026-08924](#) [PDF](#) Pages 24357-24362 (6 pages)
Citation: 91 FR 24357 [Permalink](#)

Abstract: The Bureau of Alcohol, Tobacco, Firearms, and Explosives ("ATF") is amending Department of Justice ("Department") regulations to allow federal firearms licensees ("FFLs") that are transferring a firearm to another FFL to verify the transferee FFL's license through ATF's publicly available "FFL eZ Check" system, as an alternative to the current requirement to obtain a certified copy of the transferee's license. Additionally, because the eZ Check system is accessible, free to use, and updated...

If Your
Retailer
Raises
Concerns
or Has
Suspicious

Report it to a
manager.

See Something
Say Something.



A Message to All #GUNVOTERS!

There's only one way to put it – gun owners, hunters, outdoorsmen and women, firearm and ammunition industry members and Second Amendment supporters across the country made their voices loudly heard.

On election day 2026, millions of Americans cast a #GUNVOTE to protect and preserve their Second Amendment rights and gave a resounding victory to pro-Second Amendment candidates. NSSF was proud to lead in that critical effort but the credit goes to you – the voters – for doing yours when it mattered most!

[Click here](#) to check the **report card of your elected officials' record regarding your gun rights.**

ANY
QUESTIONS



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