



June 4, 2014

Via email: [pubcom@finra.org](mailto:pubcom@finra.org)

Ms. Marcia E. Asquith  
Senior Vice President and Corporate Secretary  
1735 K Street, NW  
Washington DC 20006-1500

Re: Regulatory Notice 14-19 Broker Check- Request for Comments

Dear Ms. Asquith,

Pursuant to FINRA's request for comments on a revised proposal to require a hyperlink to BrokerCheck in online retail communications with the public, Farmers Financial Solutions, LLC offers the following comments:

The public has multiple options of checking the integrity of professionals, either by going directly to [www.finra.org](http://www.finra.org), clicking on the already imbedded hyperlink on firms' websites, or by using search engines such as Google. The first link posted by Google search under FINRA Home page is BrokerCheck. The information currently provided and available to investors allows them to make informed decisions regarding individual Registered Representatives background.

Adding embedded links simply adds programming costs and is not likely to increase investor use or awareness of BrokerCheck. Furthermore, most firms already include a hyperlink to the FINRA website where BrokerCheck is actively and prominently promoted.

To add an additional reference and hyperlink, as proposed by FINRA would be redundant. In the case of multiple associated persons in joint online retail communications, with professional profiles and contact information, it would be repetitive to have hyperlinks for each associated person.

As always, we appreciate the opportunity to comment and believe that FINRA should not pursue this proposal.

Sincerely,

A handwritten signature in blue ink that reads "Steve Klein".

Steve Klein  
VP, Chief Compliance Officer  
Farmers Financial Solutions, LLC