

Sykes Financial Services LLC

Member FINRA

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Sunday, April 23, 2017

Jennifer Piorko Mitchell
Office of the Corporate Secretary
FINRA
1735 K Street, NW
Washington, DC 20006-1506

Re: Public Comments on Improving FINRA
Reorganize from "Geographic Based" to "Product Based"

Dear Ms. Mitchell,

In a past career, I recommended to my employer that they reorganize their European Operations from "Geographic Based" to "Product Based". My recommendation was accepted.

FINRA should consider a similar reorganization shifting from "Geographic Based" to "Product Based". Sykes Financial Services is a very simple organization delivering low cost services to its clients and would like to be a part of the "Mutual Funds and Variable Annuities Only" Product Group. Advantages would be as follows:

1. I would be supervised and more importantly helped by FINRA Supervisors who were expert in my type of business.
2. Communication I received from FINRA would target only those issues related to my Product Group. I would not have to read though 60 and 100 page communications trying to find out if any of the communication applied to my business. (I am the Compliance Department, AML Supervisor, etc, etc.)
3. Conferences would be organized to help my specific "Product Group".
4. Hopefully FINRA would encourage communications and idea sharing between between the members of my "Product Group".
5. This structure would allow me to better serve my clients.

Sincerely,



William R. Sykes
President