

It is imperative that all firms that touch people's hard-earned money be required to include a prominent (not buried) description and link to BrokerCheck on their websites, social media pages and any comparable internet presence. So-called financial advisors (stockbrokers/registered reps/sales reps) should be required to point out this link to their clients and demonstrate how to use the BrokerCheck site. What's the big deal? What's there to hide? Why the secrecy? If the firm and its employees truly are trustworthy and truly have integrity, then there should be no reason to be against placing a prominent description and link to BrokerCheck on a firm's websites, social media sites and any comparable internet presence nor should they have any problem with pointing out the description and link to their clients/customers and even demonstrating how to use BrokerCheck.

Maybe those other than securities attorneys, stockbrokers/registered reps (pseudo financial advisors), broker/dealer firms and conned investors will finally learn of the existence of BrokerCheck. Maybe investors--the people that FINRA is supposed to be protecting--will finally be exposed to BrokerCheck. Why has it been kept a secret from investors? Has FINRA ever done a survey/study to find out how many investors know that BrokerCheck even exists? If you have a great product (not that BrokerCheck is great; it's mediocre and incomplete but it's about all there is), you can't hide that product in your basement. You have to tell people about it; you have to promote it. Does FINRA know how to promote it? If not, then hire a marketing firm to do it for you so that you can do what you say you do--protect investors--truly protect investors.

If firms are complaining of cost, that doesn't fly. Placing a description and link on a website doesn't take much at all--maybe 10-20 minutes of work by a webmaster, and if FINRA provides the exact information for the description and the link, it would take less time. It's a heck of a lot easier than throwing brochures away and changing artwork and printing more brochures. Now if the firms try to be sneaky and hide or bury the link, then that could cost more. I, however, think that the word "prominent" is the opposite of the words "hide" or "bury" as does Webster's dictionary.

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