

From: Bruce Umeda [bumeda@pacificguardian.com]
Sent: Tuesday, June 23, 2009 2:28 PM
To: Comments, Public
Subject: FINRA Regulatory notice 09-25.

To Whom It May Concern:

I am a licensed insurance professional. I am writing to you because I strongly oppose expanding FINRA's suitability obligations to recommendations that do not involve securities.

In the same breath, I do believe that people who promote unsuitable sales and engage in misleading sales practices should be prosecuted.

Insurance is already monitored and regulated at the State level through the state insurance commissioner's office. It makes no sense to have two separate regulators. It will only create confusion and possible conflicts to both the producer and consumer.

I urge you not to expand FINRA's suitability obligations to include recommendations that do not involve securities.

Thank you for your consideration.

Bruce Umeda, AVP

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