

**From:** Barbara Kreifels [bkreifels@ft.nyl.com]  
**Sent:** Friday, June 26, 2009 3:58 PM  
**To:** Comments, Public  
**Subject:** Regulatory Notice 09-25 (expansion of suitability obligations that do not involve securities)

**Importance:** High

To Whom It May Concern:

As a Licensed Insurance Professional and Registered Representative I strongly object to expanding FINRA'S suitability obligations to recommendations that do NOT involve securities. I do believe that those people who promote unsuitable sales and misleading sales practices should be prosecuted and sanctioned severely based on the case. Unfortunately, those who do this, give the industry as a whole a bad name, even when you are dealing with a small percentage of unethical people. My company takes a tough stance with these regulations already as well as our State Regulators. By having another level of oversight can become even more confusing and conflicting as to what the regulatory requirements might be, and thus detract from the real goal of consumer protection. You should not rush in to make changes until all debates are completed between our policymakers, the Administration, the SEC, FINRA and the private sector. Too many policies have already been rushed into without the proper thought and discussions and then we all pay for the wrong type of regulations that are put into place.

Thank you for your consideration is this very IMPORTANT matter.

Sincerely,

*Barb Kreifels*

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