

From: radamo@integrityiw.com
Sent: Sunday, June 28, 2009 5:01 PM
To: Comments, Public
Subject: FINRA Regulatory Notice 09-25

I am a licensed insurance professional and registered representative and owner/operator of a wealth advisory firm in Southern California blessed with a fairly affluent client base. I strongly object to expanding FINRA's suitability obligations to recommendations that do not involve securities. The measures proposed far extend the charter, the letter and most importantly, the spirit under which FINRA serves. This far-reaching proposal is not in the best interest of the consumer and certainly the industry. The grounds for regulatory oversight exist, and FINRA's extension is not just unnecessary, but likely clumsy in operation.

I respect, FINRA and applaud its ambitions for cleaning up poor industry conduct. That objective is meritorious. This Notice, however, extends far beyond reasonable and acceptable oversight for this body. FINRA's authority should not be expanded to include non-securities products and services. Please reconsider the measure.

Ralph G. Adamo *president & ceo*



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