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To: Comments, Public

Subject: Regulatory Notice 09-25

This e-mail is to advise you that I am strongly OPPOSED to FINRA expanding suitability rules to include recommendations that do not include securities.

I am an insurance professional with almost 30 years of experience, and adding yet another layer of compliance on top of what is already required is simply not necessary. There are fewer and fewer people choosing to come into my profession every year, and it is no accident that as the rules and regulations become more onerous, more people leave the business or choose another career altogether. It is not uncommon for top advisors to choose to work only with the very wealthy, leaving the middle and lower income people with fewer choices. It is a decision I am struggling with right now in my own practice. I don't want to let these folks down, but there are only so many hours in the day. More and more regulation is having unintended consequences and hurting the very people you think that you are helping.

Simply put, there is already enough regulation. All of the vendors we work with have their own rules that we must abide by. Each state we work in has a level of compliance we must abide by.

Don't get me wrong. I think it is intolerable when people in my business take advantage of folks and don't explain products and/or services adequately. But more and more regulatory burdens on the ones doing it right are not going to solve that problem. There are already avenues in place to deal with those people.

Thank you for giving me the opportunity to express my views.

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