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From: jeff.heileson@nmfn.com [<mailto:jeff.heileson@nmfn.com>]

Sent: Thursday, June 25, 2009 6:16 PM

To: Comments, Public

Subject: Regulatory Notice 09-25

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June 25, 2009

FINRA - Financial Industry Regulatory Authority

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I am an insurance agent and registered representative. I object to expanding FINRA's suitability obligations to recommendations that do not involve securities.

People who promote unsuitable sales and engage in misleading sales practices should be aggressively prosecuted and subject to meaningful sanctions. However, FINRA does not have jurisdiction over products and services which are not securities, and neither FINRA nor broker/dealers have the resources or product-specific expertise necessary to oversee non-securities transactions. FINRA's authority should not be expanded to include non-securities products and services.

Insurance and other non-securities products are already subject to comprehensive regulation at the state level, through the efforts of state insurance departments and other state regulators. The application of FINRA rules to these products will result in conflicting and confusing regulatory requirements which will detract from the goal of consumer protection.

For the reasons stated above, I urge you not to expand FINRA's suitability obligations to include recommendations that do not involve securities. Thank you for considering my views on this issue.

Sincerely,

Jeffery W. Heileson, CLU, ChFC
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