

-----Original Message-----

From: jensentodd@qwestoffice.net [<mailto:jensentodd@qwestoffice.net>]

Sent: Friday, June 26, 2009 8:00 PM

To: Comments, Public

Subject: Regulatory Notice 09-25

Todd Jensen
Box 244
Minden, NE 68959-0244

June 26, 2009

FINRA - Financial Industry Regulatory Authority

FINRA - Financial Industry Regulatory Authority:

I am a licensed insurance professional and registered representative. I am writing to you because I strongly object to expanding FINRA's suitability obligations to recommendations that do not involve securities for these reasons:

1) 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.

2) 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 could result in conflicting and confusing regulatory requirements which will detract from the goal of consumer protection.

3) There is currently active debate concerning the standard of care which broker/dealers and investment advisors owe to their clients and whether such standards should be expanded going forward. It would be inappropriate for FINRA to expand current suitability requirements while this debate is underway, since further broad-scale changes may be made within a matter of months.

For these reasons, 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,

Todd Jensen