

From: Yvonne G. Bryant [mailto:ygbryant@ipass.net]
Sent: Tuesday, June 23, 2009 12:51 PM
To: Comments, Public
Subject: FINRA Regulatory Notice 09-25

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

It goes without question that 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 FINRA's authority should not be expanded to include non-securities products and services.

I can assure you that insurance and other non-securities products in my state and elsewhere 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 can have the unintended consequences of creating more confusion and not achieving the goal of consumer protection.

I thus urge you not to expand FINRA's suitability obligations to include recommendations that do not involve securities. Oversight of these products should be left to state insurance departments.

Thank you for your time.

Regards,
Yvonne Bryant