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From: wcox@finsvcs.com [<mailto:wcox@finsvcs.com>]

Sent: Friday, June 26, 2009 8:31 AM

To: Comments, Public

Subject: Regulatory Notice 09-25

Bill Cox, CLU
2365 Harrodsburg Rd.
Lexington, KY 40504-3335

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. FINRA is highly qualified to regulate the suitability of securities and should continue to do so, but your obligation to the public and B/D needs to stop there. Regulating how insurance, business continuation strategies or estate planning arrangements should be designed is totally out of your area of expertise so do not go where you are not needed. The insurance industry is highly regulated as it is and for another regulatory body to poke their nose in our arena is totally unnecessary and expensive. Please just stick to what you are doing and continue to monitor the actions of B/D who are not obeying the suitability regs for securities. This where the abuse has been and will continue if FINRA does not step in and take action. Trying to regulate the non securities industry will only stretch FINRA thin and disable you from executing your current primary business. So stick to what you are doing and stay out of the non securities industry.

Sincerely

Bill Cox, CLU, CHFC, CASL
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