

From: Jamie L. Cox ChfC [mailto:jamie@axcessyourfuture.com]
Sent: Tuesday, June 23, 2009 12:16 PM
To: Comments, Public
Subject: FINRA Regulatory notice 09-25

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 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 could result in conflicting and confusing regulatory requirements.

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.

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