

From: przietlow@msn.com [<mailto:przietlow@msn.com>]
Sent: Tuesday, June 23, 2009 11:11 AM
To: Comments, Public
Subject: Regulatory Notice 09-25

Paul Zietlow
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June 23, 2009

FINRA - Financial Industry Regulatory Authority

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I strongly object to expanding FINRA's suitability obligations to recommendations that do not involve securities. This will not help the consumer. They are already confused with attempts to protect them with regulations.

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.

The strength of the USA is that individuals are endowed with certain unalienable rights including life, liberty, and the pursuit of happiness (property). Our government regulations have grown so much as to hinder the individual's ability to acquire property and ultimately a lifetime income generated from that property. Regulations like notice 09-25 by FINRA add to the hinderance.

Insurance products are already subject to comprehensive regulation at the state level by 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.

I urge you not to expand FINRA's suitability obligations to include recommendations that do not involve securities. Thank you.

Sincerely,

Paul Zietlow
515-238-1736