**Regarding FINRA's proposed requirement for broker/dealers to deliver to each new retail customer a disclosure statement of services provided and conflicts of interest.** 

Dear FINRA:

To justify its existence FINRA has been on a continual quest to lard upon broker/dealers new and unnecessary procedures. Let's see if I can explain this so even FINRA can understand: We sell securities to customers, and we receive a commission for our work. Our clients already understand what we do and the basic conflict of interest(our commission). The process does not need any more forms or disclosures. Quit wasting our time, our customers' time, and a whole lot of trees and ink. If you want to pick on the larger firms who may have other lines of potentially conflicting business, use your best judgment. But you have already done enough damage to this industry. You continue to promulgate extremely silly rules on anything that moves, achieving nothing for the general public. By weakening and killing off small broker/dealers, you only succeed in crowding out available resources to service smaller customers. The time for FINRA to take a bigger picture view of what it does has long past.

Dan Pisenti Whitehall-Parker Securities, Inc.