Good afternoon,

The request for comment on BrokerCheck is quite timely. I had recent conversations with a family member about using BrokerCheck, and FINRA's website as a whole for education purposes. This family member was unaware of the tools that are publicly available through our website, despite documentation that he may have received pursuant to the existing rule.

Suggestions for increasing investor use of BrokerCheck begins with reinforcing the knowledge that this tool exists:

- 1. Require that information about BrokerCheck be sent to clients concurrently with any new account documentation that is sent for signature.
- 2. Require that information about BrokerCheck be sent to clients with any paperwork for potential significant account composition changes or transitions, such as 1035 forms, ACAT forms, etc.
- 3. Require a signature from the customer acknowledging that they've received information about BrokerCheck.
- 4. On a broader scale, consider advertising FINRA itself and include BrokerCheck in its campaign.

Thanks,

Christine Podolak