

Marcia E. Asquith
Office of the Corporate Secretary FINRA
1735 K Street, NW
Washington, DC 20006-1506

Re: Regulatory Notice 14-09

Dear Ms. Asquith,

My firm is a FINRA member registered under Tessera Capital Partners, LLC. GOAL Consulting LLC specializes in placement agent services to registered investment advisors, trust companies and family office service providers on behalf of asset managers. I am also a member of the Third Party Marketer's Association (3PM). I have had an opportunity to review 3PM's comprehensive comments regarding the rule set proposed by Regulatory Notice 14-09 for Limited Corporate Finance Brokers (LCBD). I urge FINRA's Board to carefully consider 3PM's thoughtful and informed commentary, which has earned my strong support.

Sincerely,

Joseph M. Lydon

Joseph M. Lydon

GOAL Consulting LLC

(610) 731-3605

JLydon@GOALConsultingGroup.com

www.GOALConsultingGroup.com