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Definition of the Term ‘Fiduciary’; Conflict of Interest Rule—Retirement Investment Advice; Notice of proposed rulemaking and withdrawal of previous proposed rule.

Comment On: EBSA-2010-0050-0204

Definition of the Term Fiduciary; Conflict of Interest Rule-Retirement Investment Advice

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General Comment

I work with almost 100,000 co-workers at Primerica Financial Services. Our company takes pride in its integrity and has a very strict compliance Division. If this proposal is approved it would be devastating for those representatives like myself who have taken a lot of pride in helping the "middle class for 11 years. We have also paid the State of Michigan a lot of money for renewing securities licenses, as well as, doing continuing education and following the rules. I take a lot of pride in servicing my clients as do my associates. The impact of this would be totally devastating not only to lower income families, but also to the families of all of the representatives of the company. Primerica is a publically traded company and there are already many, many compliance regulations we must abide by. Integrity and doing the right thing for our clients is something that all of our representatives take a lot of pride in.