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I write in favor of the DOL's Best Interest Rule.

It is entirely fair and appropriate that those who offer financial advice regarding retirement (or indeed, offer any other personal financial advice) should be held to a standard that requires them to put their clients' best interests first, rather than their own personal pecuniary interests.

The fact that many in the financial industry vigorously oppose this rule should give policy makers pause, and provides the highest and best evidence of the critical need for its implementation.

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