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# PUBLIC SUBMISSION

**Docket:** EBSA-2010-0050

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

**Document:** EBSA-2010-0050-DRAFT-2521

Comment on FR Doc # 2015-08831

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## General Comment

Cost is an issue in the absence of value. When I go to purchase a car, I must choose between a basic model by a lesser known car maker or supped up model with all the bells and whistles included heated seats to keep my bottom warm, even though I live in Florida. Both will get me from point A to point B, but one costs more because of the options and features and brand chosen. I don't go for all the extras, but at least I have the choice. If someone pays the extra cost for heated seats, they may not use that feature if they have a warm Winter, but when a harsh Winter comes, and it will, the cost paid will be justified. The proposed Rule which typical of the legislation today will only limit the choice of Americans in their retirement planning by forcing good companies and good advisors to stop providing products and trusted advice that can offer more choice and potential advantages. The customer always has the right to fire their advisor or agent if they think they are not getting proper value for any cost that is associated with working together. The Securities and Exchange Commission already highly regulates many of these products and advisors to the tune of mounds of paperwork and suitability. Adding additional paperwork and regulation will not improve or protect the consumer and will not prevent or stop those who are bad and do not take the clients best interest to heart. The Government is forcing everyone to buy the same cheap car and by the way they want to build this car as well. Rest assured that there will be no seat warmers available when the harsh Wniter comes. Would you drive that automobile?