

Sent: Thursday, September 24, 2015 1:36 PM
To: EBSA, E-ORI - EBSA
Subject: RIN 1210-AB32

Dear DOL decision makers:

Please please please stand your ground on the proposed fiduciary standard for financial advisors and insurance salesmen and put it in place as currently proposed.

Consumers are depending on you to not cave to all of the pressure that the advisors/salesmen, their associations and their "bought and paid for" politicians (through all of the PAC money that they funnel to certain Congressmen) are putting on you to retreat from the fiduciary standard as proposed to let the advisors and salesmen continue to hide behind the current suitability standard.

The suitability standard allows them to sell consumers what is best for the advisors' personal incomes rather than what is best for the consumer's interest. They want to continue to hide behind only the suitability standard, and to not fully and clearly disclose their big sales commissions and advisor fees, so that they can continue to support their expensive lifestyles on the backs of the consumers.

Also do not believe their claims that this will harm families or individuals with middle market incomes and investments or that it will destroy the industry. We are aware that they claim that the UK is the poster child for all of the bad things that will happen if the US requires a fiduciary standard. Don't buy it!

The UK continues to have financial advisors and insurance salesmen albeit their industry has been cleaned up. Those who were in the business just for the easy money and big sales commissions have now left the UK industry to move to greener pastures and easier ways to make a killing. The good, ethical ones are still busy working as fiduciaries to do what is best for the consumers. Those who just wanted the easy money have left the UK industry.

In personal discussions with several US financial advisors and salesmen, they admit that the fiduciary standard will not harm investors, neither middle income or others, but will merely require the advisors and salesmen to work to earn their big \$\$ incomes.

Thanks for standing firm and in putting the fiduciary standard in place as proposed. Consumers need the protection.

John Healy