As a financial advisor, I am concerned about the way the industry is interpreting a conflict of interest when it comes to compensation. The industry is encouraging advisors to put most clients in wrap accounts, or flat percentage fee accounts, instead of commissions or other types of compensation. This is much more expensive for small investors. Buy and hold is still a viable alternative. Of course wrap accounts are more lucrative than commissions/loads for advisors, but the interpretation is that this avoids variable compensation. This is the real world. A lot of my smaller investors are quite happy with paying commissions/loads and just holding the investment. An annual or semi-annual review is sufficient for most. I think the rule does more harm than good for investors with less than $100,000, but who want to work with an advisor.