I have been a financial advisor for over 25 years and I have never seen a more blatant rule that will go against the choice of individual investors on how they invest their money and how they pay for it. This should be a choice! This rule is nothing but greed for the brokerage firms. They see dormant assets that are not being turned over enough producing commissions and they see this as a way to get paid annually on the assets held. Our firm calls this an "opportunity"!

Yes, it is an opportunity for the broker and the firm to make a hell of a lot more money. The firms say they want people to have a choice, but do they really? A $750,000 account that is invested in mutual funds pays an estimated .70% internal cost. The fee based accounts will be charging this customer over 1.20% every year plus an internal cost of approximately .50%. How is that a better deal for the client? Yes, it is more transparent, but at a much higher cost.

We are not even allowed to open an account for anyone with less than $5,000. What happened to helping young people getting started with a retirement program? Why are they trying to dissuade people from investing and saving for their future. This is a horrible rule that needs revamped to provide choice for our clients or taken away for
good! Why is the DOL involved in retirement accounts anyway, the SEC should be in charge!