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To: Executive Secretariat
Subject: "Fiduciary Rule Feedback"

I have not read the law, but I have in the past generally read FINRA's policy, but in my view the enforcement depends on the individual's conscience and the oversight of the employer.

To me, this ultimately becomes whether a firm's management enforces and oversees lawful and responsible conduct of its agents who advise clients, with well researched information, and must be additionally cautious and responsible with unsophisticated investors.

I have had experience over time, with financial advisers, who I have no doubt, would mislead a client who did not fully understand what products were presented to them. That coupled with those advisers who skirt the truth, and/or utilize the industry language to confuse or manipulate a client, especially after a loss. I have had FINRA members who have tried these tactics with me.

Last point, is that, advisers take their fee upfront; they can't lose. They have no incentive to be wise in their actions.

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