

From: Udell, Bruce [Bruce@wealthenjoyment.com]
Sent: Tuesday, June 23, 2009 2:49 PM
To: Comments, Public
Subject: Expanding FINRA's suitability rules to all financial products or strategies

I am a licensed insurance professional that focuses on estate planning, life insurance and asset management for high net worth individuals. I am against FINRA including all financial strategies and products under the FINRA "know your customer" and "suitability" rules. I believe FINRA is not qualified to judge high level estate planning strategies and charitable strategies along with all of the financial products that go along with them. You would need an unbelievable legal staff to evaluate every plan and the appropriate products within that plan. Personally, I don't want to spend my time teaching your auditors about estate planning so that they can understand all of the nuances that make a particular insurance product or combination of products appropriate for a particular tax strategy.

I do believe that the public needs to be protected from unscrupulous sales of products, but there are other SROs that already do that outside of the securities world.

Sincerely,
Bruce Udell



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