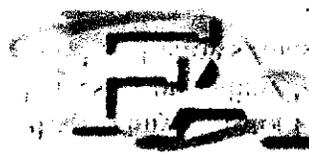


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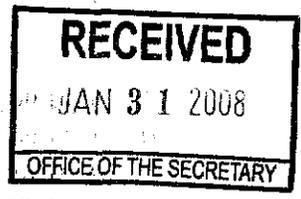
FIRST ASSET FINANCIAL Inc.

110 East Iron Ave.
Salina, KS 67401
(785) 825-5050
Fax (785) 823-9207

Robert Hamman, President

January 25, 2008

Nancy M. Morris
Secretary
Securities and Exchange Commission
100 F Street, NE
Washington, DC 20549-1090



Dear Ms. Morris:

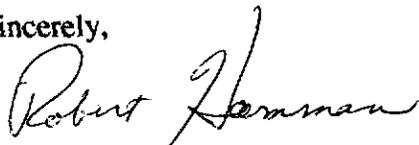
I have concerns about the SEC's ongoing review of Rule 12b-1. 12b-1 fees provide a tax efficient means to support the continuing service which these clients require for successful investing. The benefits of 12b-1 fees are numerous and include:

- Supporting Financial Literacy - Mutual funds send their investors monthly statements, confirmations, prospectuses, annual reports, and other materials. Financial advisors serve the vital role of educators by helping investors to make sense of these essential materials. 12b-1 fees are the compensation financial advisors receive for these efforts.
- Managing Client Expectations - We all know the common mistakes investors make; buying high and selling low, chasing past performance and harboring unrealistic expectations. 12b-1 fees provide financial advisors with compensation to manage their client's expectations and protect them from falling into this common investor traps.
- Expanding Investor Choice - The multiple share classes made possible by Rule 12b-1 give investors choices by providing them with options in how they pay their financial advisor. The flexibility offered by Rule 12b-1 allows financial advisors to tailor a portfolio to their client's specific needs.
- Subsidizing Additional Services - Independent financial advisors offer their mutual fund clients a variety of additional services including: consolidated account statements, periodic portfolio review meetings, quarterly newsletters, cost basis research, preparation of tax returns, and consulting on other financial decisions. These important services are made possible by the subsidy 12b-1 fees provide.
- Insuring Small Accounts Receive Service - Investment advisory services are simply out of the reach of many small account holders. Financial advisors must have another means of being fairly compensated for servicing these accounts. 12b-1 fees provide the mechanism to insure small investors receive the support and service they need to achieve their financial goals.

In conclusion, while it is reasonable to review the investor benefits of 12b-1 fees, it is obvious that the repeal of 12b-1 has the potential to cause great harm to thousands of individual investors who need the support and service of a trained financial advisor. As a result, I urge the SEC to allow Rule 12b-1 to continue to support my efforts to provide needed financial services to middle class American investors pursuing their financial goals.

Middle class Americans need the continuing service, guidance and support that are provided by independent financial advisors to achieve their stated investment goals. It would seem that an action to remove or diminish the 12b-1 fees will cause brokerage firms to move the business to an investment advisory account, which, in most cases will cost the consumer MORE than they would be paying in 12b-1 fees to retain the services of a broker.

Sincerely,

A handwritten signature in cursive script that reads "Robert Hamman". The signature is written in black ink and is positioned below the word "Sincerely,".

Mr. Robert Hamman
President
First Asset Financial Inc.
2420 Melrose Lane
Salina KS 67401
Email: bobh@firstassetfinancial.com