

Comments to SEC during the 30 day hearing period .

From: J. Neal Shepard, Jr.
Newnan, Georgia

I would like to express my opposition to the onerous new standards being proposed as the “fiduciary standard” for registered representatives. The regulation and privacy measures already in place have imposed increasing hardships on many individual practitioners like me. I would suspect the wrongdoing by regulated representatives in our industry would be less than 3% of the current licensed professional in our industry. To impose even greater regulation and stricter punishments on the great majority is potentially a career ending move for many individuals who are struggling to cope with the increased costs and time needed for additional compliance issues. There are always those who will attempt to enrich themselves at others expense, and then there are those who have engaged in structuring financial schemes to attract clients and investments without either party engaging in a vigorous suitability process. Currently we are operating under the suitability standard, which is forward looking vs. the proposed regulations as I understand them.

In closing, it would seem that having more licensed professionals conducting business under a common code of ethics such as the law profession currently does would be conducive to competition and free market goals. There are adequate laws on the books to prosecute wrong doers and swindlers, and I would hope the SEC would look forward toward more competition, and enhanced ethical standards vs. regulations that will be costly for all of us as well as the companies in our industry.

CC: Honorable Johnny Isakson Senator , Georgia
Honorable Saxby Chambliss Senator, Georgia
Honorable Lynn Westmoreland Congressman , Georgia