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December 8, 2010

Via Electronic Mail: rule-comments@sec.gov

Elizabeth M. Murphy
Secretary
U.S. Securities and Exchange Commission
100 F Street, NE
Washington, DC 20549

Re: Statement Clarity™ Comments on SEC Regulatory Initiatives Under the Dodd-Frank Act

Dear Ms. Murphy:

Statement Clarity™ appreciates the opportunity to comment on the Securities and Exchange Commission's Comment Page for SEC Initiatives Under the Dodd-Frank Wall Street Reform and Consumer Protection Act. We applaud the Commission's efforts to bring "greater public transparency and market accountability to the financial system". Towards that goal, we hereby urge the Commission to consider the following comments:

The simplest means by which to bring financial transparency to investors is to mandate that minimum brokerage customer statement reporting standards include an obligation to disclose the overall Rate of Return earned by each account, since inception, net of fees. We believe the current widespread failure to provide such critical disclosure is at the very heart of the transparency problems the Dodd-Frank Act was enacted to resolve.

Absent improved reporting standards, investors will continue to be prone to confusion and misunderstanding - issues which clearly should not be associated with what are, in many cases, individuals' lifetime savings.

Sincerely,

A handwritten signature in black ink that reads "Rob Wilson".

Rob Wilson, CIMC®
President & CEO, Statement Clarity™