

# Standard Financial Services

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September 2, 2008

SEC Headquarters  
100 F Street, NE  
Washington, DC 20549

Re: S7-14-08

Dear SEC,

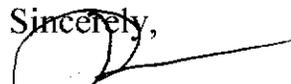
The SEC proposal Rule 151A should not be adopted. I am certain you are aware that Index Annuities are quite similar to regular Fixed Annuities. They are not like Traditional Variable Annuities.

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Variable Annuities necessarily put ones principal at risk due to potential market down turns. Index Annuities offer several guarantees. I won't belabor the differences between the two, but rather ask how does limiting the Index Annuity sales to only stockbrokers provide any consumer protection?

Sufficient consumer protections are in place from a legal point of view and most companies, which sell this product (insurance companies) are well regulated and have their own standards of operation.

This product is well received by consumers for its potential yield and downside protection. Do not limit its promotion by limiting the number of sales people and thus limit consumer's access along with their ability to shop the market.

Sincerely,  
  
Rick Rietmann, CLU AEP

SEC Mail Processing  
Section

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