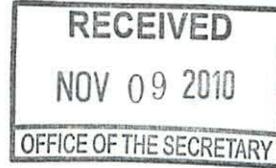


Ray Kojetin Insurance

November 1, 2010



Elizabeth M. Murphy, Secretary
Securities and Exchange Commission
100 F Street NW
Washington DC 20549-1090

Subject: File Number S7-015-10

Dear Ms. Murphy,

I have been in the investment and insurance business for over 23 years; that is a long time. I know the advice I give my middle market customers is of tremendous value in helping them achieve financial independence.

I do not however support the part of the Rule on File #S7-15-10 on allowing broker dealers to set their own commissions. This creates a (race to the bottom) mentality that good service comes at any price or none at all. The old adage "you get what you pay for" is truer than ever.

The people (sector of investor) the SEC helps to protect in this case in effect will do the exact opposite. Registered representative like me will exit the chosen field we love so much. That element of the consumer will "go it alone". For that matter, they will be grossly uninformed and likely make decisions that will harm them not knowing all the facts.

It is obvious to me that that part of S7-15-10 is not a good idea. Please remove it from the proposed rule.


Raymond D. Kojetin
NAIFA Member Montana North

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