Please do not support the proposed rule (file #S7-15-10) to changing the 12b-1 to a “retail pricing” model 12b-2.
The middle market that is truly using mutual funds to build their future, will not have any real advice from registered reps due to the non-incentive based “retail pricing”. Registered Representatives, like any business person, must be able to see profitability in a market to serve it. This “retail pricing” will cause a fight to the bottom of pricing that will drive away Registered Reps from the middle market and into the more affluent market.

I do agree that renaming 12b-1 fees to a more friendly and understandable term for the public would be an effective rule change.

Regards,

Kevin Michaels

Michaels & Associates, Inc
Insurance Services