

August 1, 2023

Submitted electronically

Ms. Vanessa Countryman
Secretary
U.S. Securities and Exchange Commission
100 F Street NE
Washington, DC 20549

RE: Proposal to Adopt Supplementary Material .19 under FINRA Rule 3110: File No. SR-FINRA 2023-006

Dear Ms. Countryman,

On behalf of LPL Financial, I am writing to express our continued support for the Financial Industry Regulatory Authority (FINRA) proposed rule to adopt supplementary material .19 under Rule 3110. These rule proposals reflect more than three years of industry and regulatory coordination to modernize our supervisory structure in a way that continues to protect investors while allowing firms to take advantage of advances in technology and apply the efficiency learned during the coronavirus pandemic.

Adoption of a new definition for residential supervisory locations will allow supervisors to continue to work from home, something that they have been doing since the onset of the coronavirus pandemic in March 2020. This flexibility will increase the ability for firms like LPL to attract and retain talent from across the country by allowing them the option to work from a location of their choosing. Many other sectors allow for remote work, and the financial services industry needs to be able to offer similar work arrangements in order to be a competitive employment sector.

FINRA's proposal to adopt a three-year remote branch examination pilot program (proposed supplementary material .18 under Rule 3110) compliments the proposed adoption of the residential supervisory location rule and we respectfully ask the Commission to adopt the rules in tandem.

Thank you for your consideration of these comments and work with the industry to implement these changes. Please contact Tara Gilchrist (tara.gilchrist@lplfinancial.com) with any questions.

Sincerely,

Mark Seffinger

Mark Seffinger
Chief Compliance Officer