



FINANCIAL  
SERVICES INSTITUTE

VOICE OF INDEPENDENT BROKER-DEALERS  
AND INDEPENDENT FINANCIAL ADVISORS

[www.financialservices.org](http://www.financialservices.org)

**FOR IMMEDIATE RELEASE:**

August 4, 2011

Contact: Chris  
Paulitz  
(202) 204 6424

[chris.paulitz@financialservices.org](mailto:chris.paulitz@financialservices.org)

## **FSI: "Overwhelming" Response to Grassroots Advocacy Effort to Slow Down DOL Fiduciary Rule Proposal**

*Over 3,000 Financial Advisors Send Letters Urging White House to Step In*

**WASHINGTON, D.C.** – The Financial Services Institute (FSI) today announced the results of its advocacy grassroots effort to convince the Department of Labor (DOL) to withdraw and re-propose its flawed fiduciary rule proposal. Over the past three weeks, in coordination with FSI member firms, **FSI financial advisors have sent well over 3,000 letters to President Obama**, explaining that this rule would threaten their ability to help hard-working, middle class Americans plan for their retirement and would mean that they would no longer be able to provide unbiased, affordable advice to the individual retirement account (IRA) clients they currently serve. More letters continue to be sent each day.

This proposal – if it moves forward unchanged – will have significant unintended consequences by limiting access to retirement advice and service for the 19 million IRA account holders and participants in the more than 600,000 Covered Plans who are planning for their retirement. Advisors will lose their ability to be compensated through commissions on advice given to investors with IRAs and would no longer be able to help many hard-working Americans plan for retirement.

"It has been clear for some time that the Department of Labor is refusing to recognize the serious problems with its fiduciary rule proposal," **said FSI President & CEO Dale E. Brown**. "We are now taking our collective voice to the White House in an effort to preserve consumers' access to affordable, independent retirement advice. We received an overwhelming response to our grassroots call to action, a clear indication to the White House of the gravity of this situation."

The majority of the more than 3,000 letters were printed on the advisor's business letterhead, scanned, and emailed to President Obama and Chief of Staff William Daley.

FSI has been working to constructively influence this process in direct meetings with the DOL while also taking our arguments to others in the Obama Administration. On June 30, FSI and the Financial Services Roundtable met at the White House with Gene Sperling, Assistant to the President for Economic Policy and Director of the National Economic Council. At the same time, members of Congress from both sides of the aisle have weighed in and opposed the DOL's proposed rule.

"While we are very pleased with the response to our grassroots campaign, letters have also poured in from a strong bipartisan consensus of nearly 100 Democratic and Republican members of the House and Senate, urging the Department to slow down and study the impact before moving this rule forward," **Brown said**. "Unfortunately, the Department has not responded to these concerns."

“When it comes to providing affordable, unbiased, independent financial advice to millions of Main Street Americans, you cannot over study this matter,” **Brown continued.** “This rulemaking process should and must be suspended until a true impact assessment has been completed. As it stands now, this proposal is a lose-lose, both for advisors and more importantly, consumers. As we have said from our first engagement in this process several months ago, FSI stands ready to work with the DOL to specifically address concerns with the sale and servicing of retirement accounts. Withdrawal of the current proposal is the first step in that process and our members will continue to make their voices heard until that happens.”

# # #

**About the Financial Services Institute (FSI):** *FSI is an advocacy organization for independent financial services firms and independent financial advisors. Established in January 2004, we have 126 broker-dealer members and 16,000 financial advisor members. Our member firms have upwards of 180,000 financial advisors affiliated with them. Our mission is to create a more responsible regulatory environment for independent broker- dealers and their affiliated independent financial advisors through effective advocacy, education and public awareness. And our strategy includes involvement in FINRA governance, constructive engagement in the regulatory process and effective influence on the legislative process. For more information, please visit [www.financialservices.org](http://www.financialservices.org).*