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## **FSI Lauds Consumer Federation of America for Backing SRO for Advisors**

**WASHINGTON, D.C.** – July 13, 2011 – The Financial Services Institute (FSI) today lauded the Consumer Federation of America (CFA) for agreeing with a position FSI has advocated for more than two years – that a Self-Regulatory Organization (SRO) for investment advisors is critical for the protection of investors. FSI also pledged to work with CFA as Congress turns to this important issue.

CFA's Barbara Roper, in prepared testimony before the Senate Banking Committee, said: "Having spent the better part of two decades arguing for various approaches to increase SEC resources for investment adviser oversight with nothing to show for our efforts, we have been forced to reassess our opposition to the SRO approach. Specifically, we have concluded that a properly structured SRO proposal would be a significant improvement over the status quo."

***FSI's President & CEO, Dale E. Brown, today released the following statement in response to CFA's announcement:***

"The Consumer Federation of America is one of the most influential voices on investor protection issues. I applaud Barbara's testimony and am pleased that CFA agrees with us that the best way to protect investors is to ensure advisors have the proper oversight. And the most effective way to do so is through an SRO. With a strong SRO in place, all consumers will benefit from the same level of quality and protections, regardless of their financial advisor's business model. And advisors will benefit from a clearly defined, uniform oversight system that, over time, will reduce compliance costs, streamline operations and ultimately increase investor confidence. It's a win-win scenario for advisors and consumers. FSI urges Congress to move ahead with smart reforms that will ensure more Americans have access to competent and affordable financial advice, products and services, and the highest possible level of consumer protection."

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***About the Financial Services Institute (FSI):*** FSI is an advocacy organization for independent broker-dealers and independent financial advisors. Established in January 2004, FSI has 126 broker-dealer members and more than 16,000 financial advisor members. FSI member firms have upwards of 180,000 financial advisors affiliated with them. FSI's 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. Its 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).