

# PUBLIC SUBMISSION

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Definition of the Term “Fiduciary”; Conflict of Interest Rule—Retirement Investment Advice; Notice of proposed rulemaking and withdrawal of previous proposed rule.

**Comment On:** EBSA-2010-0050-0204

Definition of the Term Fiduciary; Conflict of Interest Rule- Retirement Investment Advice

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## General Comment

I think that the DOL's proposed rule is something that's needed for our industry. As an investment adviser, I've always acted in the best interest of my clients first knowing that if I didn't, it would not only hurt the client, but it would also hurt me as well. To me, reputation is everything and if I want to be successful in business, I have to do what's right for my clients. That's the only way my business will grow. As advisers, we are responsible for the financial future of generations, so we must take it seriously. It's an awesome calling.

There have been so many horror stories of how advisors have mislead clients with unethical investment advice and have literally stole millions. I applaud your effort to prevent some of these instances with you proposed ruling.