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Definition of the Term "Fiduciary"; Conflict of Interest Rule—Retirement

Investment Advice

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

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## **Submitter Information**

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## **General Comment**

It is imperative that the Department of Labor implement this rule. Consumers are owed the best advice from their financials advisers in the same way that they are owed the best advice from doctors. To be able to act without the best interests of clients in mind is to mislead consumers in the pursuit of profit. Requiring a fiduciary duty is needed to solve this error in the incentives of the industry.

Consumers have suffered in their savings and investments by being misled into investing into products that are not well suited to their specific circumstances. Given the complexity of the financial services industry, advisers are critical to the average consumer and consumers need to know that the advice they receive is the best possible.

Do not delay. Please implement this rule for me and consumers like me who fear a complex and ever-changing financial landscape.