



Fiduciary Rule: Republican Rhetoric vs. Industry Reality

Contrary to Committee Republicans' claims and doomsday scenarios, many industry participants understand the importance of providing a higher standard of care for their clients under the fiduciary rule. One official at [Wells Fargo Advisors](#) said she would liken the June 9th initial implementation date of the fiduciary rule to "Y2K. We did a lot of preparation and a lot of work for a day that ended up feeling a lot like any other day."

Below are additional statements from [advisors](#) that illustrate their support and/or ability to comply with the rule with minimal disruption.

- "Our model fits actually very well with the new rules. I think if you pay a lower commission, everything else being equal, what you can do is pass on more value to the customer and I think that's going to be the net result of the rule." - [American Financial Group Co-CEO Craig Lindner](#)
- "Given what we know, we feel comfortable that we can effectively navigate through it...Again, we feel comfortable that we will continue to offer a broad suite of products with the necessary oversight. . . We're working closely and comprehensively with advisors to manage the DOL change ahead, and we feel good about our near and long-term opportunity to serve even more consumers with advice." [Ameriprise CEO and Chairman Jim Cracchiolo](#)
- Moving forward, our clients will continue to have access to commission-based retirement brokerage accounts with recommendations from us that will be consistent with the DOL Fiduciary Rule and Best Interest Contract Exemption." - [Morgan Stanley](#)
- "After extensive analysis of the various alternatives, we have concluded that we will use the best interest contract exemption in our brokerage business. The changes made in the final rule to the disclosure, administrative and grandfathering provisions have made this exemption more workable than the previous proposal. . . . Our mission remains the same. We're committed to serving middle income families and we're confident that our simple business model will give us the flexibility to adapt to the new rule." - [Primerica CEO Glenn Williams](#)
- "SunTrust supports the Department of Labor's Fiduciary Rule and its goal to help provide information that will allow you to make informed decisions about your financial future. The spirit of the Rule embodies our purpose, to help move Americans from financial stress to confidence." - [SunTrust](#)
- "[G]iven our plans for advice and guidance solutions, our client will have even more options to choose from than they had in a pre-[Department of Labor] world. While other financial services firms are making major changes to the fees, commissions, service and product offerings as a result of the fiduciary rule, TD Ameritrade has not ... We've been well positioned to comply with the rule from the start and the vast majority of our Retail retirement clients won't see any significant changes in how they work with us. In fact, rather than take away services from our clients, we plan to give them more tools and education and shift our model a bit to provide more guidance and advice." - [TD Ameritrade President and CEO Tim Hockey](#)