

NFP Securities, Inc.

FINRA / SIPC / Registered Investment Adviser

June 13, 2014

Marcia E. Asquith
Senior Vice President and Corporate Secretary
1735 K Street, NW
Washington DC 20006-1500

Re: Proposed Rule FINRA Rule 2267

Dear Ms. Asquith,

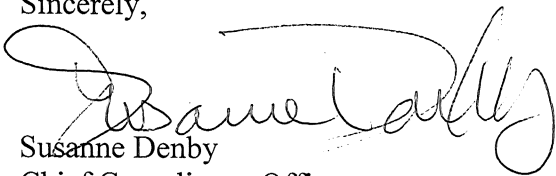
NFP Securities, Inc. (NFPSI) appreciates the opportunity to submit the following comments in connection with proposed Rule 2267. While we support the intent behind the proposal to require a hyperlink to BrokerCheck in firms' online retail communications with the public, we seek clarification regarding the intended implementation.

We believe it is an industry standard to indicate FINRA membership in a member firm's online retail communications and to provide a hyperlink to the FINRA home page in accordance with FINRA 2210 (e)(3) and NTM-07-47. FINRA 2210 (e)(3) states that if a member indicates their FINRA membership in conformity with Article XV, Section 2 of the FINRA By-Laws, that the member must provide a hyperlink to FINRA's internet home page, www.finra.org, in close proximity to the member's indication of FINRA membership. The rule also indicates that a member is not required to provide more than one such hyperlink to FINRA on the member's website. The NTM-07-47 "hyperlink requirement" indicates further that a member firm and persons associated with a member that refer to FINRA membership must hyperlink to the www.finra.org home page.

Currently, the www.finra.org homepage contains a prominent link to BrokerCheck. Given the prominence of BrokerCheck on the home page of the FINRA website, NFPSI respectfully submits that a requirement to provide a separate hyperlink to BrokerCheck would be redundant for firms who indicate their FINRA membership and conform to FINRA 2210 (e)(3) and NTM-07-47. NFPSI suggests amending proposed Rule 2267 to provide that the hyperlink to www.finra.org is sufficient to meet the BrokerCheck requirement.

Thank you again for the opportunity to comment. Should you have any questions, please contact the undersigned.

Sincerely,



Susanne Denby
Chief Compliance Officer