



March 21, 2022

Senator Gary Dahms, Chair  
Committee on Commerce and Consumer Protection Finance and Policy  
2111 Minnesota Senate Building  
St. Paul, Minnesota 55155

Dear Chairman Dahms,

I am writing on behalf of the National Association of Insurance and Financial Advisors (NAIFA) in support of S.F. 4108. NAIFA represents licensed insurance agents and financial advisers across Minnesota.

S.F. 4108 establishes a best interest standard of conduct for annuity recommendations and sales. The best interest standard requires producers and insurers to act in the best interest of annuity purchasers and not put their financial interests ahead of the consumer's. A substantial percentage of NAIFA members sell annuities.

This legislation strikes the appropriate balance between protecting consumers, promoting market competition, and avoiding over-regulation, in turn ensuring customer choice in competitive products and trustworthy options for retirement planning. The updated NAIC model and the best interest standard has broad support from the financial services community, producers, and insurers alike. NAIFA members subscribe to a code of ethics that requires putting our clients' interests first. We support establishing a consistent and workable best interest standard for financial professionals and hope Minnesota will to join the 21 other states that already adopted this model.

Thank you for authoring this legislation and we encourage the Committee to support it.

Sincerely,

/s/

Corey Anderson, Chair  
Government Affairs Committee

600 State Street, Suite A  
Cedar Falls, Iowa 50613  
Phone: 651.366-6091  
info@naifa-mn.org

**National Association of Insurance and Financial Advisors - Minnesota**

