

Release Date: July 21, 2009

Contact: Travis Larson, (202) 962-7357, [tlarson@sifma.org](mailto:tlarson@sifma.org)

**Local Firm Prospera Financial Services, Inc. Advocates for Individual Investors and Small Broker-Dealers**

**Washington, D.C., July 21, 2009**— Local Dallas firm, Prospera Financial Services, Inc., recently participated in the Securities Industry and Financial Markets Association's (SIFMA) Small Firms Committee meeting in Washington, DC, where the firm's representative, Tim Edwards, joined ten other small firm CEOs in helping set industry policy during intensive meetings with top regulators and policymakers on Capitol Hill. Since last fall, much of Washington has been focused on regulatory reform in financial services.

"The firms participating in these meetings are the true strength of the brokerage and financial services industry. The hands-on service and unsurpassable face-to-face customer care they provide give them a unique perspective on both the challenges before the industry and the difficulties individual investors face during this tumultuous financial period," said Rob Gannon, SIFMA's small firms committee advisor.

"These meetings were perhaps among the most important we've attended, given the current debate in Washington," said Tim Edwards. "We discussed many of the regulatory reforms now being debated and how to ensure our customers receive the very best protection and care as those changes are implemented."

While in the nation's capital, the committee held bipartisan meetings, including with Rep. John Campbell (R-CA), key staffers to the House Ways and Means, Small Business, and Financial Services Committees, and industry regulators such as the Financial Industry Regulatory Authority, or FINRA, and the North American Securities Administrators Association (NASAA), which represents state securities regulators. Together, they discussed regulatory reforms, such as harmonization of broker-dealer and investment advisor regulation, streamlining state regulation, and investor protection.

Subsequently, SIFMA participated in a small business regulatory roundtable hosted by Rep. Nydia Velazquez (D-NY), Chair of the House Small Business Committee and member of the House Financial Services Committee, to discuss the disparate impact of regulations on small firms.

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The Securities Industry and Financial Markets Association brings together the shared interests of more than 600 securities firms, banks and asset managers. SIFMA's mission is to promote policies and practices that work to expand and perfect markets, foster the development of new products and services and create efficiencies for member firms, while preserving and enhancing the public's trust and confidence in the markets and the industry. SIFMA works to represent its members' interests locally and globally. It has offices in New York, Washington D.C., and London and its associated firm, the Asia Securities Industry and Financial Markets Association, is based in Hong Kong.