

November 27, 2001

Catherine McGuire, Esq.
Securities and Exchange Commission
Office of Chief Counsel
Division of Market Regulation
450 Fifth Street, N. W.
Washington, D.C. 20549

Office of Chief Counsel
SECURITIES AND EXCHANGE COMMISSION
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DIVISION OF MARKET REGULATION

Re: *Herbruck, Alder & Company/Request for No-Action Relief Under
Section 15(a) of the Securities Exchange Act of 1934*

Dear Ms. McGuire:

This letter is submitted on behalf of Herbruck, Alder & Company ("HACO"), and seeks assurance that the Staff will not recommend enforcement action for violation of Section 15(a) of the Securities Exchange Act of 1934 (the "Act") should HACO (which is not registered as a broker dealer under the Act) process the payment of securities commissions received by various employees as described below. We believe that this request is similar to and consistent with other such requests recently granted in Freytag, LaForce, Teofan and Falk, 1988 SEC No-Act. LEXIS 1346 and 1st Global, Inc., 2001 SEC No-Act. LEXIS 557 (granted in part).

FACTS

HACO is an employee benefits firm located in Ohio. It holds a corporate insurance license in Ohio and numerous non-resident insurance licenses in other states, and employs approximately thirty persons, half of whom are licensed to sell life and health insurance products. HACO has nine shareholders, all of whom are full time employees and who are subject to federal and state income tax withholding, FICA, and who are eligible for company-sponsored employee benefits. HACO is an "S" corporation such that any profits are passed through to its shareholders and taxed only at the shareholder level.

HACO is not registered under Section 15(a) of the Act as a securities broker dealer. Ten of its sales employees, including all nine owner-shareholders have Series 6 or Series 7 securities licenses that are held with an independent registered securities broker dealer. These ten registered representatives are supervised by their independent broker dealer, and their offices at HACO are not considered to be a branch office of the broker dealer. The nine shareholder/owners are licensed to sell life, health and other non-security insurance products through HACO, and are licensed to sell mutual funds, variable annuities, and other securities products through the independent broker dealer.

With respect to non-securities products, commissions on sales are sometimes paid by the insurance company or other vendor directly to HACO (this occurs when HACO is the Broker or Agent of Record), and sometimes paid directly to the HACO employee who earned the commission. In the latter case, the employee assigns or endorses the check to HACO so that the commission income can be processed with the firm's general revenues. The employee thereafter receives a paycheck, subject to withholding, as mentioned above.

On the other hand, commission checks for the sale of securities products (which is a small portion of HACO's employee's business) are always paid to the registered representative by the independent broker dealer, and are never paid directly to HACO.

What HACO proposes, and the specific scenario as to which it seeks no-action relief, is as follows: when those employees who are securities registered representatives (i.e., the nine owners of HACO plus one) receive a commission check from their independent broker dealer, such persons will deposit the commission checks in their own accounts, but when the funds clear they will write a check in the same amount to HACO. In effect, these funds would, like insurance commissions, be processed through HACO and become part of the employee's W-2 income as opposed to separate, independent income from the securities broker dealer. HACO would combine all of the revenue generated by such employees (insurance, securities, and other); deduct from this revenue overhead, payroll taxes, and fringe benefit costs; and remit the balance to the employee as W-2 income. HACO does not intend to earn any distributable profit from these transactions, and net commissions (i.e., gross commissions less overhead, taxes and benefits) are paid only to the employee who produced the business. In no case, directly or indirectly, would a securities commission be shared or reallocated to any person other than the one who generated it, and in no case would a securities commission be reallocated to someone who did not have a securities license. And while in no case would income derived from securities commission be shared amongst the owners of HACO, it should be noted that all of the nine owners of HACO do in fact have securities licenses.

There are numerous practical and business reasons for this proposed process, including the following:

1. The status of full time employee for those persons who receive commissions on securities sales as self-employed independent contractors may be in jeopardy; this could affect the availability, eligibility, or amount of firm benefits available only to full time employees. Such benefits include life insurance, long-term disability, and retirement plans, all of which are directly related to the amount of income paid by HACO to the employee, and are available only to full time employees.

2. The individual securities registered representatives are subject to self-employment tax and quarterly tax estimates.
3. Persons who still qualify as HACO employees are limited as to deductions for business expenses on Schedule C due to the fact that they are employees of HACO and also self-employed through their securities broker dealer. There is, therefore, an administrative burden on HACO in having a separate method of charging expenses on self-employment income due to its affect on employee benefits and payroll taxes.
4. Retirement plan accounting is extremely complicated. HACO has three different plans, each with its own specifications, contribution calculation limits, and testing requirements, all of which are based on W-2 income. Not including the securities commission income in W-2 income lowers the amounts which can be contributed to the plans.
5. The mechanism to allocate overhead on the non-securities income to reflect that there is no allocation of overhead for the securities commissions if they are not passed through to HACO is complicated and inexact.

Therefore, HACO would like to enable its employees who have securities licenses to have their securities-derived income treated as W-2 income in accordance with the above-described procedure.

LEGAL ANALYSIS

The Staff have recently had occasion to consider on a number of occasions the issue of whether a company such as HACO becomes a broker dealer required to register under Section 15(a) of the Act when it is deemed to be receiving transaction-based compensation derived from the sale of securities. Most recently, in 1st Global, Inc., 2001 SEC No-Act. LEXIS 557, ((May 7, 2001), the Staff considered four scenarios involving commissions paid to CPA's who desired to turn over the commissions to their firm. The issue was also addressed in Birchtree Financial Services, Inc., 1998 SEC No-Act. LEXIS 875 (September 22, 1998), First Financial of Citrus County Inc., 1998 SEC No-Act. LEXIS 871 (September 22, 1998), Hampton Investment Company, 1998 SEC No-Act. LEXIS 867 (August 19, 1998), and Freytag, LaForce, Teofan and Falk, 1988 SEC No-Act. Lexus 1346 (January 4, 1988).

The Staff have denied no action requests where, as in the Birchtree line of queries, it was proposed that a broker dealer pay commissions directly to an unlicensed personal services corporation established by a securities registered representative specifically to receive and process commissions. The Staff also denied no-action relief in three of the four proposals

contained in the 1st Global request, where the firm had a financial stake in the revenues generated by the registered representative and might be in a position to influence the registered representative's actions and even direct customers to the registered representative. But it granted relief in the one scenario where no unregistered person would be eligible to receive commissions directly or indirectly.

The scenario proposed in the instant case differs from the Birchtree line due to the fact that payment is not going directly to HACO from the broker dealer, and HACO has a business purpose apart from being set up to receive commissions. It differs from the 1st Global proposals in that no commissions can be shared, directly or indirectly, with unlicensed persons, since unlike the CPA firm where many of the partners are not registered, all of the persons who will receive W-2 income from HACO derived from securities transactions are licensed, and in fact are receiving the very commissions they themselves earned, after processing by HACO. Further, HACO has no real stake in these commissions; it essentially acts a paying agent and nothing more. And its owners are all licensed as securities registered representatives.

No-action relief was granted by the Staff in Freytag, LaForce. There, members of a CPA firm initially proposed to contribute securities-derived fees to the CPA firm. However, steps were taken to insure that no person other than those registered were eligible to receive commissions directly, or indirectly through distribution under a partnership agreement or otherwise. We submit that the essence of the Birchtree, 1st Global, and Freytag line of opinions is that unlicensed persons may not be paid or share in a securities commissions directly or indirectly, and that no-action relief is appropriate where steps have been taken to insure that this is not the case.

Under HACO's proposal, no payments or distributions will be made, directly or indirectly, to unregistered persons. HACO is not like a CPA firm or other partnership where revenue from all sources is combined and distributions made to unlicensed persons based on production that may include revenues from other persons who are licensed and which is securities transaction derived. Under HACO's proposal, all of the securities commission-derived revenue will be returned (after expenses) to the same persons who generated it. Accordingly, as in Freytag, LaForce, "no [person], other than the one who is a registered representative [who is not subject to an agreement to share revenue with unregistered persons] will be eligible to receive commissions, even indirectly, through partnership distributions."

1st Global, by inference, also indicates that a securities registered representative could pay his unregistered employer for "services" or "support" if the payments were not "disproportionate to the market rental cost of such services, or otherwise denote a form of compensation arising from securities transactions." Certainly, HACO could, within the limitations of 1st Global, require its employees who have securities licenses to contribute a portion of their securities-derived income towards HACO's overhead. The essence of the instance proposal is that HACO employees, who are also securities registered representatives, would pay their proportionate share of HACO's overhead solely as W-2 employees of HACO, rather than in part as W-2

employees and in part as independent contractors. This proposal does not, therefore, result in an indirect sharing of securities commission income with unregistered persons.

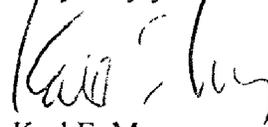
CONCLUSION

Based on the foregoing, HACO should not be required by Section 15(a) of the Act to register pursuant to Section 15(b) thereof, and we request your concurrence in this view.

We also emphasize the extremely narrow and limited nature of this request. We are not seeking an exemption for the payment of commissions, directly or indirectly to unlicensed persons.

Please do not hesitate to call me if you need further information or have any questions. Thank you for your consideration.

Very truly yours

A handwritten signature in black ink, appearing to read "Karl E. May". The signature is written in a cursive, somewhat stylized script.

Karl E. May