

MEMORANDUM

TO: File Nos. S7-12-23; SR-FINRA-2023-006; SR-FINRA-2023-007

FROM: Adam Moore, Senior Counsel
Office of the Investor Advocate

DATE: October 19, 2023

RE: Virtual Meeting with Representatives of LPL Financial (“LPL”)

On October 12, 2023, Cristina Martin Firvida, Investor Advocate, and staff from the Office of the Investor Advocate met virtually with representatives of LPL.

The following representatives from the Office of the Investor Advocate participated in the meeting:

- Cristina Martin Firvida, Investor Advocate;
- Marc Sharma, Assistant Director and Chief Counsel;
- Adam Moore, Senior Counsel;
- Charles Kwon, Senior Counsel; and
- Adam Anicich, Investor Engagement Manager.

The following representatives from LPL participated in the meeting:

- Tara Gilchrist, SVP and Head of Branch Exams;
- Rich Sheehan, SVP, Compliance; and
- Devon Goodall, Senior Policy Director, Government Relations.

The participants discussed, among other topics, the Commission’s rule proposal entitled *Conflicts of Interest Associated with the Use of Predictive Data Analytics by Broker-Dealers and Investment Advisers* [Release Nos. 34-97990; IA 6353]; the proposed rule filing under FINRA Rule 3110 (Supervision) to adopt *Supplementary Material .18 (Remote Inspections Pilot Program)* [Release No. 34-97398]; and the proposed rule filing under FINRA Rule 3110 (Supervision) to adopt *Supplementary Material .19 (Residential Supervisory Location)* [Release No. 34-97398].