



866.363.9595
2950 SW McClure Rd
Topeka, KS 66614

February 19, 2020

Kansas Legislature
Senate Financial Institutions and Insurance Committee
Re: Testimony of Advisors Excel, LLC in support of SB402

Dear Chairman Olson and Members of the Committee:

My name is Zachary Anshutz. I am the Chief Compliance Officer and Regulatory Counsel for Advisors Excel, LLC ("Advisors Excel"). Advisors Excel is a Topeka based IMO with over 600 employees. In addition, AE Wealth Management ("AEWM") an SEC registered investment advisory firm is an affiliated company, also based in Topeka, Kansas.

The core tenant of Advisors Excel when the company was established in 2005 was to do the right thing for our clients and consumers. Advisors Excel carries this principle to this day into all practices of our business including regulatory compliance. The provisions of SB402 further this principle for the financial services industry and, accordingly, Advisors Excel testifies in support of SB402. Below are highlights of a few specific areas encompassed in this bill that Advisors Excel believes would strengthen the industry and help ensure bad actors are removed from the practice.

Advisors Excel believes an educated and well-regulated financial services industry serves the needs of consumers. The provisions set out in SB402 strengthen the regulatory controls currently put in place by the Kansas Insurance Department. Continuing education requirements ensure the individuals providing financial advice to Kansas consumers are highly competent and knowledgeable when serving their clients financial needs. Failure to adequately educate financial service professionals jeopardizes the investment and retirements of Kansas consumers leading to potentially devastating results for the clients as well as reputational risk for the industry due to the actions of a few. Advisors Excel does not believe the continuing education requirement is overly burdensome for financial service professionals and is exceedingly outweighed by the benefit to Kansas consumers.

Advisors Excel also supports the requirement to respond to regulatory inquiries within fifteen days. Advisors Excel believes it is imperative to resolve regulatory matters expeditiously for the purpose of protecting Kansas consumers and the reputation of the financial services industry. Fifteen days for regulatory response provides the financial services professional adequate time to gather pertinent data and formulate a complete response. Further, the Kansas Insurance Department has consistently worked well with professionals, as necessary, to provide additional time for response. We believe the fifteen-day response requirement strikes an appropriate balance between a quick resolution for Kansas consumers and sufficient time for professionals to gather information and formulate a response.



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Finally, Advisors Excel supports the \$4 biennial agent renewal fee. Advisors Excel does not believe this minimal amount will constitute a hardship for its affiliated financial service professionals or for agents in the insurance industry as a whole. Utilization of the fee to support the functions of the Kansas Insurance Department ensure the continued excellence of the regulatory environment and safeguards established and currently in place by the Kansas Insurance Department.

Advisors Excel believes a robust regulatory system serves the interest of Kansas consumers and the industry itself by ensuring the reputation of the industry is protected through the removal of unqualified and/or unscrupulous agents. For the foregoing reasons, Advisors Excel testifies in support of SB402.

Thank you for the opportunity to testify.

Regards,

Zachary J.C. Anshutz
Chief Compliance Officer/Regulatory Counsel