

ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

September 10, 2020

Mr. Peter Currie
Woodbury Financial Services, Inc.
877 Executive Drive W
St. Petersburg FL 33702

Reference: **FR2020-0819-0136/E**
Link Reference : FR2020-0731-0222

Org Id: 421

1. Family Love Letter
Rule: FIN 2210
46 Pages

Total Fee: \$485

Dear Mr. Currie,

This material generally appears consistent with applicable standards. However, we note the following:

Based on your representation dated September 10, 2020, it is our understanding that the communication “will always be used with an approved business card.”

Thank you for the additional information. If you have any questions regarding these comments, please contact me at 240-386-4500.

Reviewed by,

Jessica A. Polhamus
Principal Analyst

jws

Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.



***NOTE:** We assume that your filed communication doesn't omit or misstate any fact, nor does it offer an opinion without reasonable basis. While you may say that the communication was "reviewed by FINRA" or "FINRA reviewed," you may not say that we approved it.*