ACADEMY OF PREFERRED FINANCIAL ADVISORS
Partnering with the Industry's Best Advisors

PRESS RELEASE
For Immediate Release

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THE NEW "ACADEMY OF PREFERRED FINANCIAL ADVISORS" OFF TO A GREAT START IN 2015

In January 2015, approximately 300 highly successful financial advisors attended the first of three sessions to kick off the ***Academy of Preferred Financial Advisors*** new 12-month coaching program. After 15 years of partnering with elite and dedicated advisors, the ***Exclusive Coaching Program*** is now being offered by the newly created ***Academy of Preferred Financial Advisors***. The program's primary goal is to continue its tradition of offering high-end training services for financial advisors.

The ***Exclusive Coaching Program*** is a comprehensive training program for mid- to high-level advisors that focuses on enhancing financial advisors' skills, knowledge-base and practice management abilities. Since its inception, ***Exclusive Coaching Program*** participants have been schooled in proven and practical tax planning, estate planning, strategic planning, and overall effective business strategies.

The ***Exclusive Coaching Program*** is honored that over 80% of its participants are continuing members who operate some of the industry's most prestigious wealth management practices. "Today's successful wealth managers must be trained and updated properly to provide true financial solutions for clients. The principals upon which this Academy was founded on accurately reflect the high standard of training we provide to members. For 15 years, the ***Exclusive Coaching Program*** has trained and educated our members with the best strategies and solutions to become the preferred choice for high net worth investors," stated Ken Unger, Founder of the ***Academy of Preferred Financial Advisors***.

Unger, who has led the ***Exclusive Coaching Program*** for its entire 15-year existence, is a highly-respected industry veteran with over 30 years of experience. Ken's knowledge, combined with his contagious energy, focus and drive have helped him become one of the most sought-after trainers in the financial services industry.

The January session focused on overall practice management strategies coupled with in-depth tax strategies and tax return analysis. The tax modules were taught primarily by Robert S. Keebler, CPA, MST, AEP (Distinguished). "Qualified financial advisors should always coordinate a client's investment portfolio with their tax forms and estate plans," stresses Unger. Keebler, who trains Academy members with tax and estate planning solutions, is recognized as one of the most respected and knowledgeable CPAs nationwide.

"Our curriculum offers advisors at least 30 hours of continuing education credits each year. As our tagline reflects, we are affiliated with the best financial advisors in the industry - ones that set the bar on client experience, advisor-offered solutions and satisfaction standards. To achieve this goal, we provide members with the best strategies needed to offer clients expert advice and a great experience," said Unger.

Academy members' practices have generated impressive results. Members in 2014 once again had an average growth rate of over 20%. The average coaching program member raised over $20 million of new assets and the majority of its members are responsible for generating over $1,000,000 annually in revenue.

The ***Academy of Preferred Financial Advisors*** is excited to continue raising the bar in financial advisory training excellence.

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