

NEWS

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Christoph von dem Bussche, CFP®

Local Financial Advisor Earns Prestigious Credential

Christoph von dem Bussche Adds CFP® Mark of Distinction to His Name

[PALM HARBOR, FL Feb. 8, 2007] Christoph von dem Bussche, a Financial Advisor with Palm Harbor-based Financial Guidance Group, Inc., has been authorized by the Certified Financial Planner Board of Standards (CFP Board) to use the certification marks CFP®, Certified Financial Planner™ and CFP (with flame logo)® in accordance with CFP Board certification and renewal requirements. Von dem Bussche provides comprehensive wealth management services to individuals, families and trusts.

The CFP marks identify individuals who have met the rigorous education, examination, experience and ethical requirements of the CFP Board. Von dem Bussche recently passed the CFP® Certification Examination, which covers the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. Only 54% of those who sat for the examination passed. He had already met the experience requirement and completed the required curriculum through the College of Financial Planning in Denver, CO. CFP certificants like von dem Bussche also agree to meet ongoing continuing education requirements and to uphold the CFP Board's Code of Ethics and Professional Responsibility and Financial Planning Practice Standards.

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CFP Board, a nonprofit regulatory organization, fosters professional standards in personal financial planning so that the public values, has access to and benefits from competent and ethical financial planning. CFP Board owns the certification marks CFP[®], CERTIFIED FINANCIAL PLANNER[™] and federally registered CFP (with flame logo), which it awards to individuals who successfully complete initial and ongoing certification requirements. CFP Board currently authorizes more than 42,000 individuals to use these marks in the United States. For more about CFP Board, visit www.CFP.net.

About Financial Guidance Group

Carl von dem Bussche, CFP[®], a native of Tampa Bay, founded Financial Guidance Group in 1993 to provide independent, objective financial planning services. He was one of the first fee-only planners in the Tampa area and remains one of the few planners who provide comprehensive planning that includes client goals, taxes, cash flow, insurance, estate planning, retirement planning and investments. A staunch advocate of the fee-only planning model (which means no commissions or third-party compensation is ever accepted), he believes there is an inherent conflict of interest when planners stand to gain financially from the financial solutions they recommend.

Other financial professionals rely on Carl's knowledge and experience. He has served both as an expert witness on financial matters and has served as an industry arbitrator for the National Association of Securities Dealers (NASD). Carl also completed the process of becoming a CERTIFIED FINANCIAL PLANNER[™] professional through the College for Financial Planning in Denver, CO. Planners like Carl who have successfully completed all the requirements set forth by the Certified Financial Planner Board of Standards, Inc. are generally recognized as the most qualified financial planners in the country.

Carl earned his A.A. degree in Business from St. Petersburg College and is a charter member of the Christian Financial Planning Network. A member of the National Association of Personal Financial Advisors (NAPFA), the nation's premier organization for fee-only comprehensive financial advisors, he has served as a member of NAPFA's South Region Board of Directors and facilitates various educational workshops.

Christoph von dem Bussche joined Financial Guidance Group, Inc., full-time in April of 2005. Prior to that, he had been a team leader with Invest Financial Corporation in Tampa, FL and an intern with

Financial Guidance Group while an undergraduate. He obtained his NASD Series 7 exam in 2004 and his NASD Series 66 exam in 2005. Christoph earned a Bachelor of Science degree in Business Administration from Clearwater Christian College. He also successfully completed the demanding requirements to become a CERTIFIED FINANCIAL PLANNER™ professional governed by the Certified Financial Planner Board of Standards, Inc.

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NOTE:

When you need an expert to speak on complicated financial topics in an easy-to-understand and lively way, please call the advisors at Financial Guidance Group.

~ Thank you!