

NEWS

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Carl von dem Bussche, CFP®

Tampa-area Wealth Manager Admitted to Registry of Top Financial Advisors

Carl von dem Bussche, CFP®, Earns 5-Star Rating from Paladin Registry

[PALM HARBOR, FL Feb. 20, 2007] – Paladin Investor Resources LLC announced today that Tampa-based financial advisor Carl von dem Bussche, CFP®, has been admitted to the Paladin Registry as a 5-Star Advisor. While admittance to the Registry is limited to the top 10% of U.S. financial advisors based on their competency, integrity and various risk factors, the 5-Star rating is reserved for the top 3%. “The Paladin Registry solves several problems for investors,” says Palm Harbor advisor, Carl von dem Bussche. “It’s not enough to find someone you *hope* is an expert. You have to ask the right questions – and know good answers from bad ones – to make sure advisors are every bit as knowledgeable and trustworthy as they say they are. Even more important, it’s not what the advisors *say* that counts. It’s what they are willing to document in writing and make public. I’m pleased to have passed Paladin’s tests for competency, integrity, licensing and compensation,” says von dem Bussche.

The Paladin Registry provides free public services to investors who use the services of financial planners and advisors. Since its inception, more than 250,000 investors have used the Registry to learn how to avoid bad financial advice, to learn how to select high quality advisors, to find competent, trustworthy professionals, to rate current advisors, and to review advisor documentation for credentials, ethics, and business practices.

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Jack Waymire, Paladin founder and author of the highly regarded book *Who's Watching Your Money? The 17 Paladin Principles for Selecting a Financial Advisor*, said "Registry services solve three major problems for investors who rely on planners and advisors to achieve their financial goals. First, it's not easy for investors to find high quality advisors. Second, when they find advisors they may not know the right questions to ask to determine their quality. And third, they may not know good answers from bad ones. Consequently, millions of investors hire the wrong advisors for the wrong reasons and fire them within two years."

The Paladin Registry's standards are among the highest in the financial services industry. Planners and advisors must complete a comprehensive questionnaire and score in the top 10% of their profession to be admitted to the Registry. In addition, they must be Registered Investment Advisors (RIAs) or Investment Advisor Representatives (IARs), acknowledge their fiduciary status, provide independent advice and work for fees, not commissions.

Waymire confirmed that only a small percentage of practicing planners and advisors can meet the Registry's strict requirements. He said "We focus on the top tier of professionals who are paid to help investors achieve their financial goals. We exclude the bottom 90% who are frequently paid commissions to sell investment and insurance products. Advisors who are not paid directly and solely by their clients to help them achieve their financial goals is a potential risk."

He added, "This risk exists because the financial services industry has no minimum standards for advisors. There are no education requirements, not even a high school diploma, and no experience requirements. In fact, 18 year olds and people with criminal records can obtain securities licenses. The combination of no real standards and no disclosure requirements create a major risk for investors and the Paladin Registry is one of the few resources that help them avoid the risk."

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 FINANCIALPLANNER™ 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. Visit www.financialguidancegroup.com for more information about Carl von dem Bussche and his firm.

About Paladin Investor Resources, LLC

Paladin is an information services company that provides research, ratings, education and evaluation tools to individuals who invest their assets through personal financial advisors. Paladin empowers investors to select trusted advisors who provide high quality wealth management services. Investors can view the Registry without charge or obligation. If they like what they see, they pay a one-time \$149 fee for 60 days of unlimited access to Paladin's research, ratings and tool kits. If they aren't satisfied with their results, there's a 100% money back guarantee. Visit www.paladinregistry.com for more information about the company and its services.

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Note: When you need a financial expert to speak on personal money management and financial planning topics – in an easy-to-understand and entertaining way – please contact Carl von dem Bussche and the financial professionals at Financial Guidance Group.

~ Thank you!