



Geneva-Based Financial Advisor Calls For a Fiduciary Standard in Financial Services Industry:

Liane Warcup works with NAPFA to increase awareness of fiduciary standards

Geneva, IL (July 1, 2006) – Financial advisors who are held to a fiduciary standard occupy a position of special trust and confidence when working with a client. As a fiduciary, the financial advisor is required to act with undivided loyalty to the client, which includes disclosure of compensation and corresponding conflicts of interest. Unfortunately, many financial advisors are not held to such standards and frequently consumers suffer.

To help educate consumers in the Tri-cities area about the need for financial advisors to adhere to a fiduciary standard, Liane Warcup of Clarus Financial Planning in Geneva, IL, is working with the National Association of Personal Financial Advisors (NAPFA) as a local point of contact for their annual ***Focus on Fiduciary*** campaign – a national, consumer-oriented public service campaign aimed at educating Americans about the need for financial professionals to hold themselves to a fiduciary standard.

The campaign, beginning on July 1st and running throughout the month, will address the pressing issues surrounding the need for a fiduciary standard. Liane Warcup and NAPFA hope to shed light on this important issue while helping consumers ask the right questions of their respective financial advisors. To make the campaign as effective as possible, several resources are available to the industry and consumers alike, including:

- An informative website with details on the Fiduciary issue (www.FocusonFiduciary.com)
- Promotional flyers and posters
- Public Service Announcements – radio and print
- A Fiduciary Questionnaire
- Various handout materials

“Too many consumers are confused about what it means to be a financial advisor,” said Liane Warcup. “Someone who is held to a fiduciary standard will have certain qualities about them – in the way they charge and disclose information – that are not common throughout the industry. Many financial advisors

are simply brokers looking to sell a product...not advice. I hope the *Focus on Fiduciary* campaign helps people better understand the different aspects of the financial services industry”

NAPFA is distributing CD-ROMs with pre-recorded Public Service Announcements (PSA), PSA scripts, and print ads to the media throughout the summer. All PSA files are available for download through www.FocusonFiduciary.com. If you are a member of the media and would like a copy of the CD-ROM, or would like to discuss the principles behind the campaign, please contact Liane Warcup at (630) 578-6684 or info@clarusplans.com.

Consumers and financial professionals looking for information on the *Focus on Fiduciary* campaign can visit www.FocusonFiduciary.com.

ABOUT NAPFA

Since 1983, The National Association of Personal Financial Advisors (NAPFA) has attracted Fee-Only financial planners across the country by promoting some of the strictest guidelines possible for professional competency, comprehensive financial planning, and Fee-Only compensation. With more than 1,300 members across the country, NAPFA has become the leading professional association in the United States dedicated to the advancement of comprehensive, Fee-Only financial planning.

For more information about NAPFA, please visit www.napfa.org.

ABOUT LIANE WARCUP

Liane Warcup, CFP[®], is the founder of Clarus Financial Planning, a Fee-Only financial planning firm located in Geneva, Illinois. Clarus Financial Planning specializes in working with everyday people, helping them brighten their financial picture and achieve their goals. To learn more about hourly, as-needed financial planning, visit www.clarusplans.com.