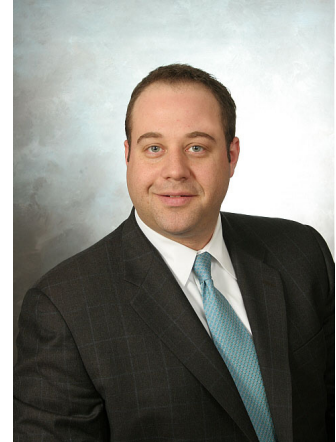




Financial Principles, LLC



Bradley H. Bofford,
CLU, ChFC

NEWS

Contact: Bradley H. Bofford, CLU, ChFC
310 Passaic Avenue Suite 203
Fairfield, NJ 07004
(973) 582-1000
Toll Free (877) 401-5529
bhbofford@financialprinciples.com

Build a Team of Financial Champions *Advisors Recommend Collaborative Planning As a Means to Help Protect and Manage Finances*

Fairfield, NJ (February 16, 2009) –“The whole is greater than the sum of the parts.” “Two heads are better than one.” Even mother recommended the buddy system. Teamwork can be exceptionally beneficial in managing finances. Bernard Madoff’s alleged one-man-run \$50 billion Ponzi scheme serves to drive home this point, as well. The more individuals exercising due diligence and asking questions, the better to possibly avoid bad financial deals. Not only can multiple advisors help provide a reassuring checks and balances system, but their broad range of expertise may help translate into more strategic financial decisions.

Time was when accountants, financial planning professionals and estate attorneys viewed each other as the competition. However, today’s complex, challenging market demands that each of these advisory professions, as well as real estate agents and bankers, work together to provide consumers with a comprehensive, big picture approach to managing wealth accumulation, preservation, and transfer.

While consumers often wonder whether their financial situation is large enough to warrant a team approach, Brad Bofford, a financial planner in Fairfield, N.J., believes it’s prudent for everyone – regardless of net-worth. “I ask all of my clients to provide contact information for their other advisors. If they don’t have a tax advisor, I help them find one. If their attorney doesn’t want to work with me on their behalf, I recommend one that will. The value received in terms of shared ideas and knowledge is incalculable,” says Bofford.

Even small to mid-sized businesses can benefit from the services of specialized corporate advisors, but often find themselves too small to be considered by the larger firms. “We can step in and act on the client’s behalf to have their accounts reviewed by a company in our network of strategic business partners,” says Bofford.

Unlike many advisors who consult with other professionals on an as-needed basis, Bofford’s approach to collaborative planning encourages interaction between professionals on an ongoing basis. For example, while it’s standard for advisors to seek input from a CPA for year-end tax planning, many prefer working with CPAs throughout the year, helping to avoid year-end surprises at tax time. According to Keith Dolabson, Managing Director of WTAS, LLC Los Angeles "my relationship with the financial planner is about adding value for clients - to ensure we help get the client to the best possible solution. We focus on our area of specialty - full service individual and business entity tax compliance and consulting yet the true value comes into play when the multi-advisor discussion takes place under the broader scope of helping clients attain their vision."

Ever-changing estate tax laws create an ongoing need for legal advice. It’s fairly typical to work with estate planning attorneys on a short-term, project basis to create a trust or a family limited partnership. But there are also benefits to more consistent interaction, especially when a privately held or family business is involved. “An ongoing financial/legal connection can be beneficial even when managing something as straightforward as a gifting program,” says Jeff Joy, Attorney at Law with Greenberg Traurig LLC. “We routinely work with financial advisors to evaluate possible distribution scenarios to ensure that the estate documents work with any new laws to create the inheritance situation clients envision. Our collaborative style professional relationship helps ensure that details like funding trusts are managed properly and bridges are created to enhance the relationship between clients and their families.”

The collaborative approach doesn’t need to be limited to professionals. Bofford recommends you start talking to the ones nearest and dearest to you. “Although many times one spouse is the point person when it comes to finances, it’s vital that both partners understand and share in the management of household finances,” says Bofford. “And why not bring your children into the planning picture? Older adult children can offer partnership, but even younger children can benefit from the educational opportunity to learn about managing finances.”

Working with a team of talented, respected advisors can offer valuable insight and help ease oversight concerns with the goal of providing objective counsel that keeps the consumer’s financial goals at the center of the financial planning and investing process.

About Financial Principles, LLC

Financial Principles understands the importance of planning – whether it’s for retirement, saving for college or even charitable giving. Two senior partners, Bradley H. Bofford, CLU, ChFC, and Mike Flower, bring a combined 25+ years of financial services experience to their clientele. Both are recognized as qualifying life members of the prestigious Million Dollar Round Table, “The Premier Association for Financial Professionals®”. As representatives of Securities America, Inc., Bofford and Flower are able to provide comprehensive services and advice in all areas of personal finance, such as estate planning, retirement planning and tax reduction strategies.

Bofford and Flower believe that a well-informed client is essential for success. They love taking clients from fear to confidence regarding finances, by placing a strong emphasis on educating people about how to prepare for and enjoy a comfortable retirement. Both advisors have contributed to articles in several leading trade publications including Investment News, Financial Advisor, and Research magazine as well as consumer outlets such as BusinessWeek, Money and New Jersey Business magazine.

Visit www.financialprinciples.com to learn more about the advisors at Financial Principles.

NOTE:

When you need a knowledgeable professional to speak on complicated financial topics in an easy-to-understand and comprehensive manner, please call the advisors at Financial Principles.

Securities offered through Securities America, Inc. Member FINRA/SIPC. Bradley H. Bofford, CLU, ChFC and Michael A. Flower are Registered Representatives. Advisory services offered through Securities America Advisors, Inc. Bradley H. Bofford and Michael A. Flower are Investment Advisor Representatives. Financial Principles, LLC and Securities America, Inc are not affiliated.

Written by Brad Bofford, Securities America, Inc. Registered Representative, with industry journalist, Marie Swift, President of Impact Communications.