

Perspective Financial Services Makes *Financial Advisor* 2008 “Top RIA Survey” Ranking

(Phoenix – July 2008) Perspective Financial Services, LLC, was listed in *Financial Advisor* magazine’s “Top RIA Survey” ranking for the second year in a row. It is one of only six Arizona firms to make the list, and the only Arizona firm in its category of \$75 million to \$100 million assets under management.

Perspective Financial is an independent, fee-only Registered Investment Advisory (RIA) firm that provides clients with broad-based financial planning and investment management services.

According to the magazine survey, published July 2008, growth among independent advisors nationally averaged just more than 18 percent in 2007. While this figure is impressive, compared to a 25 percent average increase in 2006, it does indicate that growth has slowed somewhat in this sector. “The chief culprit was a lagging stock market,” wrote Robert Casey in the cover story.

The slowdown does not appear to have impacted Perspective Financial’s growth, however. The Phoenix-based firm experienced growth of approximately 54 percent in assets under management from 2006 to 2007.

“Our continuing growth is a direct result of the high level of trust our clients have in us – not only in our proven asset management abilities, but also in our advisors’ commitment to always place their client’s best interests as our highest priority,” said Perspective President and Founder Mike McCann, a Certified Financial Planner™ and Accredited Investment Fiduciary®.