

For Immediate Release
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ADVISORSTRUSTEDADVISOR.COM LAUNCHES RADIO SHOW

**-- Hour-long Programs Provide Wealth Management Advisors
Actionable Strategies To Grow Business During Tough Market**

Medfield, Massachusetts – The AdvisorsTrustedAdvisor.com brand, created recently to provide registered investment advisors and wealth managers objective information for practice management and growth, has launched a new radio show for advisors.

Presented in hour-long segments, the new radio show is hosted by Beverly Flaxington and Michael Slemmer, who offer a combined 40+ years of experience in wealth management and specialized business growth development consultation. Ms. Flaxington and Mr. Slemmer have both contributed to leading industry trade publications and have presented at trade conferences nationwide.

Recent segment topics have included *Client Communication In Hard Times*, *Rusty Benton on Capabilities Expansion and Relationship-Building* and *Ben Norquist on Retirement and the New Roth Opportunities*.

The segments can be heard and downloaded from the AdvisorsTrustedAdvisor.com web site, and are aired in the Boston, Southern New Hampshire, Maine area at 1:00 pm every Saturday on WNSH-AM1570.

“On the air and online, our new show was created to bring real world solutions to wealth management professionals,” said Flaxington. “We’ve selected our topics and guests carefully to address the difficult times all of us are now facing in the market, and we’ve presented them in confident yet comfortable setting that advisors can listen to at work, at home, in the car, on their own terms and at their own pace.”

AdvisorsTrustedAdvisor.com was created by Beverly Flaxington and Michael Slemmer, CFA, principals of The Collaborative, a Medfield MA-based business development firm that has provided management and marketing support to wealth management professionals for thirteen years.

For more information, visit www.AdvisorsTrustedAdvisor.com.

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About AdvisorsTrusted Advisor

Dedicated exclusively to solving the unique problems of the Advisor market Advisors Trusted Advisor (www.AdvisorsTrustedAdvisor.com) provides registered investment advisors and wealth managers a one-stop practice management source

for organizing, managing, and growing an investment advisory business. Clients enjoy easy access to over twenty years of research, experience and information covering critical areas of practice management and growth organized to fit any situation and budget. AdvisorsTrustedAdvisor was launched to address the growing needs of this unique market in 2008 by The Collaborative for Business Development. Contact AdvisorsTrustedAdvisor.com directly at 888-580-9473

About The Collaborative

Founded in 1995, The Collaborative for Business Development provides training, coaching and consulting to numerous service and technology firms to enable them to increase revenue and overcome organizational obstacles to success. With decades of real-world experience, we offer instantly actionable, workable strategies and tactics that help our clients meet – and beat – sales goals and improve business practices. Contact The Collaborative directly at 888-580-9473.