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AWARENESS CAMPAIGN LAUNCHED TO HELP INVESTORS IN CRISIS

-- "Seven Tell-Tale Signs of an Effective Investor–Advisor Relationship"

Medfield, Massachusetts – As market conditions cause many investors to consider switching advisors, Beverly Flaxington and Michael Slemmer of AdvisorsTrustedAdvisor.com have identified "Seven Tell-Tale Signs of an Effective Investor–Advisor Relationship" based on their combined forty years of experience consulting to wealth management professionals.

"Over years of evaluating and improving relationships between investment advisors and their clients, we've observed a few key traits and activities that will help investors make important decisions in their choice a professional advisor," said Slemmer. "Performance will come and go as the markets wax and wane but a good advisor knows how to manage in all market environments."

Slemmer suggests the following Seven Tell-Tale Signs:

They really listen to you. Your advisor should listen more than they talk and put an emphasis on taking the time to understand you, your needs and your own situation.

They communicate effectively. Your advisor should provide you pertinent information on a proactive basis in a number of different mediums.

They don't assume you know what they mean. Your advisor should take time to ensure that the information they are giving you fits your circumstances and your level of understanding -- no jargon.

They ask you what you think – and then use your feedback to make changes. They should ask you how it's going -- and what you'd like to see changed.

They make themselves available for questions, discussions and input whenever YOU want it, not just when they want it. The best advisors are the ones who are willing to tailor their approach to the needs of the client – no one size fits all.

They know the other important people in your life. The best advisors want to learn about your extended family and their needs, and about the other trusted advisors in your life.

Their reports are timely, easy to understand and give you the information you need. So you can quickly identify what happened, how and when.

"Investors should use these tips to analyze their current advisor or to choose a new one," Flaxington said. "Your current advisor will likely accommodate your requests. New advisors will be glad to be informed of your expectations."

For more information, visit www.AdvisorsTrustedAdvisor.com or call 888-580-9473.

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.com was launched to address the growing needs of this unique market in 2008 by The Collaborative for Business Development, Inc. Contact AdvisorsTrustedAdvisor.com directly at 888-580-9473 for more information.

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