

Recently Launched Myfinancialadvice.com Offers Affordable Financial Advice To Middle-Income Consumers

Advice Delivered “Live” Online by Professionals on Pay-As-You-Go Basis

DENVER, CO, May 11, 2004 – A recently launched website, www.myfinancialadvice.com, provides middle-income consumers with the ability to access and evaluate independent financial advisors and receive “live” advice via telephone or email, on an affordable, pay-as-you-go basis.

According to Ron P. Peremel, founder and CEO, millions of middle income Americans require sound financial advice but face two common hurdles. Many are deterred from entering a traditional relationship with advisors due to high fee levels or the inability to meet required account minimums. Others wish to seek advice only on an as-needed basis, but can’t command the attention of advisors who focus on more affluent clients.

Myfinancialadvice.com provides consumers with an interactive solution that eliminates these barriers and facilitates live, one-on-one advice from quality advisors without the expense of face-to-face visits. Myfinancialadvice.com enables consumers to:

- Quickly locate a financial advisor based on that professional’s area of expertise, state in which the advisor is legally able to provide advice, certification, fee, employment history, education, personal interests, photo, spoken languages and availability.
- Interview a wide range of advisors via phone or email, before making a selection.
- At no charge, work with an advisor to create a proposal that states (a) the consumer’s objectives, (b) what advice and information the advisor will provide, (c) when it will be provided, (d) what personal information the advisor needs to complete the advice, and (e) the fee
- Revise or reject a proposal, or accept it and pay by credit card. In all cases, consumers pay only for the advice they receive

“With Myfinancialadvice.com, consumers are in complete control throughout the entire process of selecting an advisor, accepting a proposal and receiving advice,” Peremel said. He noted that the entire process can be completed without leaving the site, by e-mail or by telephone via a click-to-call button on the site.

First Live Site to Prescreen and Verify Credentials of Advisors

Myfinancialadvice.com is the first and only live financial advice site to prescreen and verify the credentials, licenses and experience of participating advisors:

- All participating advisors are vetted by Myfinancialadvice, Inc. to verify that they have met strict professional standards, including three years of relevant work experience, licenses and credentials in good standing, and have clean regulatory and criminal histories
- All advisors must contractually agree to the Myfinancialadvice Ethical Standards and Service Agreement, which prohibits the sale of financial products via Myfinancialadvice.com and helps to ensure that advice is free of conflicts of interest

“Control, credibility, convenience, cost – along with no conflicts of interest -- are Myfinancialadvice’s distinguishing characteristics,” Peremel said.

About MyFinancialAdvice, Inc.

Denver-based Myfinancialadvice, Inc. is registered as a federal Investment Adviser under the Securities Exchange Commission (SEC) to maintain the highest standards of service and consumer advocacy. The company itself does not provide any financial advice, but distributes Myfinancialadvice.com, which brings live financial advice to consumers through independent advisors on an as needed, pay-as-you-go basis.

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