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## **CFP Board Says: “Let’s Make a Plan”**

*Savant Capital Management Supports large-scale Public Awareness Campaign*

**Rockford, IL (June 14, 2011)** – Certified Financial Planner Board of Standards, Inc. has announced its “Let’s Make a Plan” Public Awareness Campaign, designed to help educate Americans about the importance of sound financial planning and raise awareness about the significance of the CFP® certification and the need for competent and ethical financial planning.

“People are pulled in so many different directions when it comes to their finances, but a CFP® professional is uniquely qualified to pull all the pieces together and provide a comprehensive evaluation that looks at the whole picture of a person’s financial life,” said Charles Moran, CFP®, 2011 Chair of CFP Board’s Board of Directors.

Savant Capital Management, a nationally recognized fee-only wealth management firm headquartered in Rockford, is supporting this effort by encouraging people to learn more about CFP® certification and financial planning.

“Holding the CFP® designation also means agreeing to a true fiduciary standard of care that places clients’ interests first,” said Thomas Muldowney, CFP®, Savant Capital Management. “While investors often assume their advisor is held to such a standard, in reality most in the brokerage and insurance industries are not.”

The integrated campaign includes national cable television and online advertising in addition to its print advertising. A public service website – [www.LetsMakeaPlan.org](http://www.LetsMakeaPlan.org) – will serve as a core feature of the campaign, where consumers can learn about financial planning, the personalized approach CFP® professionals provide and find a local CFP® professional through a search function.

The Board of Directors approved the four-year, \$36 million campaign in November 2010 partly in response to many CFP® professionals who want the public to understand the important role they play in educating Americans on their financial well-being and helping people meet their life goals. The campaign will help provide clarity to consumers who are looking toward designations and certifications to provide guidance on choosing a financial planner or advisor.

“The CFP® mark truly serves as the gold standard for personal financial planning,” said CFP Board CEO Kevin R. Keller, CAE. “Just about anyone can use the term ‘financial planner.’ But only those individuals

who have passed a rigorous set of criteria and meet our strict ethical qualifications can call themselves a CFP® professional.”

This is the first large-scale Public Awareness Campaign the organization has underwritten. For more information on the campaign and to find a CFP® professional, visit the public service website at [www.LetsMakeAPlan.org](http://www.LetsMakeAPlan.org).

#### **ABOUT CFP BOARD**

*The mission of Certified Financial Planner Board of Standards, Inc. is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning. The Board of Directors, in furthering CFP Board's mission, acts on behalf of the public, CFP® professionals and other stakeholders. CFP Board owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and the federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements. CFP Board currently authorizes nearly 63,000 individuals to use these marks in the U.S.*

#### **About Savant Capital Management, Inc.**

*Savant Capital Management, Inc. offers investment management, financial planning, and family office services to financially established individuals, trust funds, retirement plans and non-profit organizations.*

*Savant is regularly recognized among the top wealth managers in the United States. Savant was named the top independent advisor in Illinois by Chicago Magazine. Savant was named by Barron's magazine as one of the 100 best independent financial advisors in the United States for the last four consecutive years. For the past seven years, Savant earned a place on Bloomberg Wealth Manager's Top Wealth Managers list. Savant also was recognized as one of the nation's top 100 financial advisors by Worth magazine from 1997 through 2008; the survey was discontinued in 2009. Additionally, Inc. magazine named the firm as the fastest growing Registered Investment Advisor in Illinois.*

*For more information on Savant Capital Management, log-on to [www.savantcapital.com](http://www.savantcapital.com).*

*Savant Capital Management, Inc. is a Registered Investment Advisor. This announcement is only intended for interested investors residing in states in which the Advisor is qualified to provide investment advisory services. Please contact the Advisor to find out if they are qualified to provide investment advisory services in the state where you reside. Savant's marketing material should not be construed by any existing or prospective client as a guarantee that they will experience a certain level of results if they engage the Advisor's services and includes lists or rankings published by magazines and other sources which are generally based exclusively on information prepared and submitted by the recognized Advisor. The Advisor does not attempt to furnish personalized investment advice or services through this publication. Past performance is no guarantee of future results.*

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