

PRESS RELEASE - November 17, 2008

November Values-Based Financial Planning™ Academy 1 wraps up. BAI continues to provide top notch training & support.



San Diego, November 7-9, 2008: Bachrach & Associates, Inc. (BAI) facilitates top notch training & support at the November 2008 Academy 1. The Academy was held on November 7-9, 2008 at the Del Mar Marriott in San Diego CA. Clients said that not only was it helpful to continue training and staying focused during these economic times but, also to have the support of each other.

BAI offers three Academy 1 and three Academy 2 events each year to help financial advisors implement the principles of Values-Based Financial Planning™. Values-Based Financial Planning™ evolves advisors from *financial service providers* to *financial service professionals*. While traditional *financial service providers* manage practices that are product-



centric and sales-focused, *financial service professionals* develop practices that are client-centric and focused upon establishing high-trust relationships. Academy 1 concentrates on helping Advisors learn how to create an inspirational environment for clients that centers upon gaining clarity of the clients' values and goals as a basis for their plans. Academy 2 concentrates on helping Advisors build their practices through earned referrals and reinforces the philosophy of providing value to all referred parties regardless of whether they ever become clients.

BAI's next Academy 1 is scheduled for March 13th-15th and the next Academy 2 is schedule for January 23rd-25th (both at the Marriott Del Mar in San Diego, CA). Additional information is available at www.baivbfp.com