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**Bachrach &
Associates, Inc.**

Press Release

Bachrach & Associates, Inc. Produces Its Second Academy 2 for 2008 in San Diego

San Diego, May 18, 2008: Financial professionals from around the world gathered at the Marriott Del Mar in San Diego on May 16th – 18th to participate in the three-day Academy 2 offered by Bachrach & Associates, Inc. (BAI). This was the second of three Academy 2s that will be offered by BAI in 2008. The next Academy 2 is scheduled for September 12th – 14th

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 schedule for July 10th – 13th and the next Academy 2 is schedule for September 12th – 14th (both at the Marriott Del Mar in San Diego, CA). Additional information is available at www.BAIVBFP.com/news_aw_sched.html.

Bachrach & Associates, Inc. (BAI)

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Bachrach & Associates, Inc. (BAI) is the leading professional development firm in the Financial Services industry with over 20 years of experience in creating and delivering world-class Programs, Resources and Services to fulfill its core Vision and Mission Values. Its Vision is to transform the Financial Services industry into a true profession, and its Mission is to guide and empower Financial Professionals to create practices, built upon an earned foundation of unconditional trust, which help Clients achieve their goals and inspire them to explore and enjoy an improved quality of life.. BAI is headquartered in San Diego, California.