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Bachrach &
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Press Release

Bachrach & Associates, Inc. Announces VBFP Office for 2008

San Diego, May 19, 2008: Bachrach & Associates, Inc. (BAI) launched its new workshop, Values-Based Financial Planning Office, in conjunction with BAI's Academy 2, "Mastering the Referral Process" held this weekend in San Diego.

The Values-Based Financial Planning (VBFP) Office Workshop is designed to help identify what's required to develop the systems and Deliverables Team that support Clients of a true Trusted Advisor.

At the VBFP Office Workshop, clients learn how to:

- Develop written, documented processes to run everything in the practice with consistency;
- Hone deliverables ... the value proposition that distinguishes the services;
- Work with the Administrative Team to break down, analyze and develop the structure necessary to support an Ideal Client Community and deliver on the promise in the Commitment to Hire™ Conversation in the FRM Interview.
- Develop a customized plan of action from dynamic demonstrations and exercises to recruit and engage the right Deliverables Team for the VBFP practice.

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

For Release 9 a.m. PDT, May 19, 2008

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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)

Bachrach & Associates, Inc. vision is to transform the Financial Services industry into a true profession.

Since 1988 Bachrach & Associates, Inc. has developed and continues to evolve a broad spectrum of programs, resources and services to help financial professionals create rewarding financial services practices. Founded by internationally renowned speaker and author, Bill Bachrach, BAI is headquartered in San Diego California. Mr. Bachrach remains one of the most influential people in the financial services industry.

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, Mission and Values.