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Women's Choice Award®
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FOR IMMEDIATE RELEASE

**Jim Trull receives the Women's Choice Award®
as highly recommended Financial Advisor
by Women for Women**

[Cary, NC] As the leading advocate for female consumers, WomenCertified Inc. is pleased to announce that Jim Trull has received the Women's Choice Award for Financial Advisors and Firms based on rigorous research, and 17 objective criteria.

The Women's Choice Award is the only recognition program for well-qualified advisors who are committed to the women's market and serving their female clients. At least 1/3 of their clientele are women and achieving this award reaffirms the commitment Jim Trull has to extraordinary service in addressing the financial needs of women and their families.

WomenCertified, originator of the Women's Choice Award, was created by Delia Passi, the leading advocate for female consumers and former group publisher of Working Woman and Working Mother magazines. Delia has created the Women's Choice Award for Financial Advisors in an effort to help women identify those advisors who are committed to providing quality service, and cutting their time in half when searching for the right financial advisor to cater to their financial needs. The award allows this elite group of advisors to showcase their commitment to the women's market, while giving potential clients a starting point for entrusting their finances to an advisor.

Women influence an enormous amount of wealth around the globe. Recent studies indicate the following in regards to women and their finances:

- \$20 Trillion (27%) of the world's total wealth is controlled by women. **
- In the US alone, women exercise decision making control over \$11.2 trillion; that is 39% of the nation's estimated \$28.6 trillion of investable assets. **
- 75% of female wealth creators describe themselves as primary decision makers. **
- Women consumers make the final decision for buying 91% of home purchases, 65% of the new cars, 80% of health care choices, and 66% of computers. ***

As the financial industry wakes up to the fact that a great majority of the female population are seeking advisors they can trust and greatly value financial security, WomenCertified Inc. has created the solution. This powerful, national initiative distinguishes advisors who support female consumers in their quest for financial education.

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ABOUT JIM TRULL AND KEYSTONE FINANCIAL PARTNERS

Jim Trull is a Wealth Manager and CERTIFIED FINANCIAL PLANNER™ Professional with Keystone Financial Partners. He has more than 30 years of experience in the financial services industry. Keystone Financial Partners has been helping successful families make smart and informed choices with their wealth management needs since 1999. Located at 1255 Crescent Green, Suite 440, Cary, NC 27518, Jim specializes in working with pre-retirees, retirees, widows, and independent women. To learn more about Jim Trull and his firm, Keystone Financial Partners, go to www.keystonefinancialpartners.com.

Securities and advisory services offered through Commonwealth Financial Network, Member FINRA/SIPC, a Registered Investment Adviser

ABOUT WOMEN'S CHOICE AWARD

The Women's Choice Award® Financial Advisor program was created by WomenCertified Inc., the Voice of Women, in an effort to help women make smart financial choices. The Women's Choice Award Financial Program is based on 17 objective criteria associated with providing quality service to women clients, such as credentials, experience, and a favorable regulatory history, among other factors. Financial advisors do not pay a fee to be considered or placed on the final list of Women's Choice Award Financial Advisors, though they may have paid a basic program fee to cover the cost of their client survey. The inclusion of a financial advisor within the Women's Choice Award Financial Advisor network should not be construed as an endorsement of the financial advisor by WomenCertified Inc. or its partners and affiliates and is no guarantee as to future investment success. Women's Choice Award® Financial Advisors and Firms represent less than 1% of financial advisors in the U.S. As of November 2017, of the 848 considered for the Women's Choice Award, 145 were named Women's Choice Award Financial Advisors/Firms. The criteria provided reflects the most recent year for which Financial Advisors/Firms received the award. The criteria used, the number of Financial Advisors/Firms considered for the award, and the number of those who receive the award may vary from year to year. For more information, please visit www.womenschoiceaward.com.

**Source: Harnessing the Power of the Purse, by the Center for Talent Innovation 2014

*** Source: Women Dominate the Global Market Place; here are 5 keys to reaching them.