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Women's Choice Award®
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FOR IMMEDIATE RELEASE

**Keystone Financial Partners receives the
Women's Choice Award®
as highly recommended Financial Advisor
by Women for Women Again for 2016**

Cary, NC, December 10, 2015 - As the leading advocate for female consumers, WomenCertified Inc. is pleased to announce that Jim Trull, AIF®, CFP®, with Keystone Financial Partners has again received the Women's Choice Award for Financial Advisors and Firms for 2016, based on rigorous research, 17 objective criteria and additional points of reference that obtain feedback regarding the advisor's service and practices. Jim Trull is the only advisor in the RTP area with this award and one of only three in the entire state of North Carolina.

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. Achieving this award reaffirms the commitment Jim Trull and Keystone Financial Partners has to extraordinary service in addressing the financial needs of women and their families. As stated by Jim, "I enjoy the fact that every day I have the opportunity to help empower women and their families. I assist them in establishing their financial goals, planning for what is important, protecting against life's changes, allowing them to go to sleep each night feeling more secure in their financial abilities."

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. The award allows this outstanding 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.

Recent studies indicate the following in regards to women and their finances:

- Only 35 percent of women use a professional financial advisor, most (79 percent) doing so for retirement investment recommendations.**
- In the US, Women control about \$11.2 trillion of the nation's investable assets (39% of the country's estimated \$28.6 trillion of investable assets). Nearly half of that, is managed solely by women.***
- Fewer than two in 10 women feel "very prepared" to make wise financial decisions. Half indicate that they "need some help," and one-third feel that they "need a lot of help."****

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 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 fee to participate in the Women's Choice Award Financial Advisor Marketing Program. WomenCertified Inc., home to the Women's Choice Award, awards businesses, brands and services based on high recommendation ratings by female consumers. The Women's Choice Award represents the collective voice of women so they can help each other identify businesses that deserve their loyalty and referrals. To learn more, visit www.womenschoiceaward.com.

** 14th Annual Transamerica Retirement Survey of Workers (2014)

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

****Source: Financial Experience & Behaviors Among Women, 2010–2011 Prudential Research Study (article breaking it down here).