



PAUL STAIB, CFP®, MBA ADMITTED TO THE PALADIN REGISTRY AS 5-STAR ADVISOR

Denver, CO (February 2009) - Paladin announced that Paul Staib, CFP® has been admitted to the Paladin Registry, an independent advisor rating service, and has been awarded Paladin's Five Star quality designation, its highest rating awarded after an extensive review of credentials, education, experience and financial planning process used with clients by him and his firm, Staib Financial Planning, LLC. This rating has been awarded to fewer than 3% of the more than 600,000 people holding themselves out as "financial planners" in the country.

The Paladin Registry (www.paladinregistry.com) provides free public services to investors who use the services of financial planners and advisors. Since its inception, more than 300,000 investors have used the Registry to learn how to avoid bad financial advice, to learn how to select high quality advisors, to find competent, trustworthy professionals, to rate current advisors, and to review advisor documentation for credentials, ethics, and business practices.

Since 2004, Paladin has reviewed the qualifications of more than 16,000 advisors and awarded its five star rating to the top 3%. This quality rating requires advisors to meet the highest minimum standards in the financial services industry for their credentials, ethics, business practices, and services. Only five star rated professionals are invited to be profiled in the Paladin Registry.

Jack Waymire, Paladin founder said, "The Registry solves the quality problem by having the highest minimum standards in the financial services industry. Planners and advisors must complete a comprehensive questionnaire and score in the top 10% of their profession to be admitted to the Registry. In addition, they must be Registered Investment Advisors (RIAs) or Investment Advisor Representatives (IARs), acknowledge their fiduciary status, provide independent advice, and work for fees not commissions."

Waymire confirmed that only a small percentage of practicing planners and advisors can meet the Registry's strict requirements. He said "We focus on the top tier of professionals who are paid to help investors achieve their financial goals. We exclude the bottom 90% who are frequently paid commissions to sell investment and insurance products. Anyone who isn't paid to help investors achieve their financial goals is a potential risk to consumers."

Waymire noted that the fee-only model of Staib Financial Planning, LLC and advisors like Staib "is a defining characteristic for the most successful professionals and makes them more client-focused advisors." He continued by explaining "those that sell products are paid commissions. Professionals who provide advice and services are paid fees. You pay your tax and legal advisors a fee for their knowledge and services. It should be no different for your financial advisor. By paying a fee you are also assured there are no potential conflicts of interest based on method of compensation."

ABOUT STAIB FINANCIAL PLANNING, LLC. Staib Financial Planning, LLC is an independent Colorado financial services firm, specializing in providing comprehensive fee-only financial planning and investment management services to the Highlands Ranch, Lone Tree, Centennial, Littleton, Parker, Aurora, Denver and surrounding communities.

To learn more about Staib Financial Planning, LLC, please contact Paul Staib, Certified Financial Planner (CFP®), MBA at 303.346.5336 or www.StaibFinancialPlanning.com.