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Sprouse Financial Group helps clients plan for the future

Sprouse Financial Group is an independent investment firm.

"There is considerable confusion to investors regarding financial advice these days," said Rodger Sprouse, President of Sprouse Financial Group.

"Most get financial advice from a traditional brokerage firm such as Edward Jones, Merrill Lynch or some other similar firm. They are also called registered representatives. The other place they can get financial advice is from a Registered Investment Advisor (RIA/IAR). Unfortunately investors are not even aware there is a major difference in where the advisors fiduciary responsibility lies."

"Stock brokers typically do not have a fiduciary obligation to their client. Independent Investment Advisors, however, are legally bound to always act in your best interest in all aspects of the financial relationship. No wonder many investors have been moving their assets to independent Investment Advisors: the only thing an Investment Advisor is biased toward is your success."

In a recent survey 74% of investors did not understand that the Investment Advisor has an obligation to act in the investor's best interest in all aspects of the financial relationship. Where the broker does not have to act in the same fiduciary manner as the Investment Advisor.

Also 79% said they would rather work with an investment advisor if they knew advisors provided greater investor protection than stockbrokers.

"Many people have a story about a bad experience with a stockbroker or financial advisor who steered them to a preferred fund that provided a benefit or bonus for the representative," Sprouse said, "That's not going to happen with Sprouse Financial Group because we start out with an aligned goal with our clients. Since we are an Investment advisor who is legally bound to give the best advice to the client and not to any company's benefit.

Sprouse said many of his clients are 50 to 80 years old and are in or close to retirement.

"We help them save on taxes and preserve and grow their assets," Sprouse said, "A lot of people approach retirement and still have an investment strategy that is too risky" he said, but the investor doesn't find out what they are in is too risky until they have significant losses. By then the investor thinks they can't get out of their current investment because they have lost so much. They can make positive moves even then and we often show them a better way."

Many clients also want to both pass assets on to their families and give to charitable causes important to them. Sprouse said he can help clients accomplish both goals in an almost unknown strategy to do this is outlined in a book that Sprouse wrote the forward to called "How to Create Money to Give to Charity – A plan for 'painless' benefit to your charity."

