



HELEN SIPSAS EARNS ACCREDITED INVESTMENT FIDUCIARY DESIGNATION

For Immediate Release

San Luis Obispo, CA – May 25, 2011 – Helen Sipsas, MBA, CFP®, a Managing Principal of Peak Wealth Advisors in San Luis Obispo, CA and Pasadena, CA has been awarded the Accredited Investment Fiduciary® (AIF®) designation from Fiduciary360 (fi360), an organization offering training, tools and resources to promote a culture of fiduciary responsibility and improve the decision making processes of fiduciaries.

A fiduciary is someone who is managing the assets of another person and stands in a special relationship of trust, confidence, and/or legal responsibility. A fiduciary is required by law to always act in the best interests of their client, beneficiary, or retirement plan participant. The AIF® designation signifies knowledge of fiduciary responsibility and the ability to implement policies and procedures that meet a defined standard of care. Designees are required to complete a specialized training program, successfully pass an examination, conform to a code of ethics, and adhere to continuing education requirements on a yearly basis.

In earning the AIF designation Ms. Sipsas further demonstrates Peak Wealth Advisors' commitment to achieving the highest standard of fiduciary care for its clients.

About Peak Wealth Advisors

Peak Wealth Advisors, Inc. is a fee-only registered investment advisor that provides comprehensive financial planning and asset management services for individuals, families and businesses. For business clients, the firm specializes in providing retirement plan services and business exit planning. For more information on Peak Wealth Advisors, please visit www.peakwealthinc.com or call 888-231-3262.

About Fiduciary360

Fi360 offers training, tools and resources to promote a culture of fiduciary responsibility and improve the decision making processes of investment fiduciaries – individuals who manage money for others. It licenses the Prudent Practices for Investment Fiduciaries from the Foundation for Fiduciary Studies. Fi360 provides investment education and training programs and awards the Accredited Investment Fiduciary® (AIF®) and Accredited Investment Fiduciary Analyst™ (AIFA®) professional designations through the Center for Fiduciary Studies.

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