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CONTACT: Carol Graumann
JCPR, Inc.
(973) 732-3521
carol@jcpublishing.com

Financial Focus Offers Comprehensive Financial Life Planning Services

Distinctive Approach Reflects Life-Balance Aspirations of Today's Consumer

Livingston, N.J. – May 20, 2009 – Financial Focus, LLC, a premier provider of Financial Life Planning services, is offering a fresh approach to helping clients realize their long-term visions of success. As the nation undergoes major economic retrenchment, Financial Focus provides holistic wealth management services that truly reflect the life-balance aspirations of today's consumers.

“We help clients examine and evaluate their relationship with money,” said Michael Kay, CFP[®], president of Financial Focus. “Good financial planning doesn't begin with positioning clients' assets, but rather with defining what's important to them and having a clear understanding of their goals, dreams, aspirations and values. Today's consumers are hungry for ideas on how to create sustainable financial strategies that serve a greater purpose in their lives. That is our long-standing mission at Financial Focus.”

Using an integrated, personalized approach called Financial Life Planning[®], Financial Focus helps clients prepare for the life transitions that lie ahead and develop a roadmap for future success. Advisors serve as a mentor and coach to clients throughout the Financial Life Planning process. This entails the development of a Financial Life plan that fully reflects the goals and dreams of each individual client.

Financial Focus provides expertise in all aspects of financial planning, combining traditional services with Financial Life Planning methods. Expertise includes: financial planning, legacy planning, risk management, investment and wealth management, college cost planning, retirement, estate planning, tax strategy and business and succession planning.

“We truly believe it is time to broaden the conversation about personal finance to encompass more than money,” continued Mr. Kay. “At Financial Focus, we believe being a financial advisor is about helping clients achieve life balance. We align their financial decisions with their broader values and aspirations.”

If you would like further information or to speak with Michael Kay, please call Carol Graumann at (973) 732-3521. You can also visit www.financial-focus.net.

About Financial Focus, LLC

Financial Focus is an independent financial services firm specializing in providing premier Financial Life Planning services. As an expert in combining asset management with financial life management, Financial Focus specializes in helping clients achieve life balance in order to realize their long-term visions of success. The firm's unique approach ties clients' personal values to their financial goals, creating lasting success built on what clients truly care about most.

With over 30 years of experience among our financial professionals, Financial Focus offers expertise in all facets of financial planning, including personalized wealth management, investing, and life-transition strategies. Financial Focus coaches clients through a unique Financial Life Planning process that enables them to define their aspirations and develop a comprehensive plan for achievement.

By serving as a personal advocate for clients, Financial Focus uses its expertise in Financial Life Planning to help individuals realize true life success, as they define it.

Michael Kay, CFP[®] is a registered representative and investment advisor representative of Securian Financial Services, Inc., Member, FINRA/SIPC. Financial Focus LLC, is independently owned and operated.

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