

97% What's the significance?

This is the percentage of consumers who would seek an advisor adhering to a fiduciary standard over one who does not.*

Learn more by visiting www.FocusonFiduciary.com.

**The NAPFA 2007 Consumer Understanding of a Fiduciary Standard Survey*



FOCUSonFiduciary™

This message was brought to you by the
National Association of Personal Financial Advisors (NAPFA) Consumer Education Foundation.