

MEDIA ADVISORY

Tuesday, February 17, 2015

Institute for the Fiduciary Standard, NAPFA
Hold Conference Call to Discuss Proposed *Best Practices*

Washington DC -- Today the Institute for the Fiduciary Standard and NAPFA announced a conference call for all advisers and brokers and members of the media to discuss the proposed Best Practices released January 30. They can be viewed here <http://www.thefiduciaryinstitute.org/wp-content/uploads/2015/02/BestPracticesFinal-copy.pdf>.

Knut Rostad and Mary Malgoire for the Institute for the Fiduciary Standard and Geof Brown for NAPFA will take questions.

What: The Institute for the Fiduciary Standard and the National Association of Personal Financial Advisors (NAPFA) will hold a conference call on the proposed eleven *Best Practices* fiduciaries should meet to serve the best interest of their clients.

When: Thursday, February 26 at 4:00 – 5:00 PM ET

Where: By conference call: 888-317-4343

Who: Knut A. Rostad, President
Institute for the Fiduciary Standard

Geoffrey Brown, CEO
National Association of Personal Financial Advisors (NAPFA)

Mary Malgoire, Founder, The Family Firm
Board member, Institute for the Fiduciary Standard

Background: The Institute formed as a non-profit in 2011 to advance fiduciary principles in investment and financial advice. The Institute Best Practices Board initiated work on the *Best Practices* and NAPFA joined as a partner to the project in 2014.

More

Information: Knut A. Rostad: kar@rpjadvisors.com, 301-509-6468
Rebecca Howard: howardr@napfa.org, 847-483-5400 EXT. 124