



NEWS MEDIA ADVISORY

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Fiduciary Institute Announces ‘Fiduciary Campaign’ to Target BD and RIA Differences

Press Briefing on September 28 open to all interested parties

Washington, D.C. [September 26, 2023] – The [Institute for the Fiduciary Standard](#) will hold a one hour media briefing September 28, 2023 beginning at 10:00 a.m. ET to announce its latest Fiduciary Campaign. The Fiduciary Campaign will help consumers better understand broker/dealers (BDs) and independent Registered Investment Advisors (RIAs), and the differences that are often ignored today.

“The legal, business and cultural differences dividing BDs and RIAs are huge. They are also hidden,” said Knut A. Rostad, president of the [Institute for the Fiduciary Standard](#). The Fiduciary Campaign offers ‘straight talk’ to pierce muddled messages and get behind the curtain. As we kick off the current campaign I am pleased to be supported by some of the leading voices in the profession. Many thanks to George Kinder, Dan Solin, and Marie Swift – as well as Real Fiduciary™ advisors Justin Sanderson and Yesenia Realejo.”

Journalists and interested others are invited to attend this live event, virtually from the comfort of their own offices:

What: Announcement of the Fiduciary Campaign

When: Thursday September 28, 2023 at 10:00 a.m. ET

Where: [XXXLinkXXX](#)

Who: [**Knut A. Rostad**](#), President, the Institute for the Fiduciary Standard

[**George Kinder, CFP®, RLP®**](#), Founder, Kinder Institute of Life Planning, best-selling author and thought leader in the field of financial life planning

[**Dan Solin**](#), President, Solin Strategic, NYT best-selling author and thought leader focused on supporting evidence-based advisors

[**Justin Sanderson, CFP®, CIMA®**](#), CEO, Sanderson Wealth Management, Real Fiduciary™ Advisor, Fiduciary Institute

[**Yesenia Realejo, CFP®**](#), Wealth Advisor, Tobias Financial Advisors, Real Fiduciary™ Advisor, Fiduciary Institute

[**Marie Swift**](#), CEO, Impact Communications, a thought leader and long-time resource for fiduciaries, and Fiduciary Campaign panel moderator

Why: Learn about The Fiduciary Campaign and the BD / RIA differences that are often ignored

A recording will automatically be sent to those who register. Live attendance is encouraged so that journalists and attendees may ask questions and receive answers in real time.

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