



a quiet revolution™

Independent Investment Advisors Form Alliance to Advance Client Interests
Bright Sky Group members promote fresh approach to wealth management

(December 14, 2009) Twenty-one wealth management firms have announced the formation of Bright Sky Group, an innovative alliance of independent investment advisors. The alliance was formed based on a shared commitment to protecting client interests, and a fresh approach to investment and wealth management.

Bright Sky Group was created as a forum for investment advisors committed to putting client interests first. To be invited for membership, firms must meet Bright Sky's high standards, including an unsurpassed commitment to regulatory compliance and fiduciary responsibility. All members are subject to independent compliance review and must have in place a comprehensive code of ethics supported by ongoing training and education.

"We see a quiet revolution underway today, where investors are looking for more than the traditional Wall Street model was designed to deliver," says Rodney Van Loon, Chief Operating Officer of Bright Sky and principal of AVL WealthCare of Gulfport, MS. "Our members are committed to meeting these rising client expectations – for more useful information, stronger planning, and more respect. That's what Bright Sky Group is all about."

"Traditional investing has always been about prediction – predicting earnings, growth rates, market tops and bottoms, interest rates, and other trends to try to beat the market," says Van Loon. "Our members feel strongly that stock picking, market timing, and other predictive models fail to deliver an advantage for investors. We believe allocating money to a range of asset classes and holding for the long term is a far better alternative. We're proud to be part of Bright Sky Group, a leading voice for asset class investing," Van Loon says.

Bright Sky Group is a national alliance of independent SEC-registered investment advisors who provide wealth planning and fee-only investment advisory services to individual and institutional clients. The group's 21 member firms, with a combined \$4.1 billion under advisement as of September 30, 2009, share a strong commitment to ethical conduct and an investment philosophy that focuses on disciplined asset allocation and long-term financial planning.

Members firms include:

- AVL WealthCare, LLC of Gulfport, MS
- Buckingham Asset Management, LLC of St. Louis, MO
- FMF&E Wealth Management, LLC of Syracuse, NY
- Green Wealth Management, LLC of Salem, OR
- Herbein Wealth Management, LLC of Reading, PA
- JDH Wealth Management, LLC of Santa Rosa, CA
- Kraft Asset Management, LLC of Nashville, TN
- Lauterbach Financial Advisors, LLC of El Paso, TX
- LCV Wealth Management, LLC of Rockford, IL
- LGC&D Wealth Management, LLC of Providence, RI



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Meridian Wealth Advisors, LLC of Albuquerque, NM
ML&R Wealth Management, LLC of Austin, TX
Nova Wealth Management Group, LLC of Atlanta, GA
RF&L Wealth Management, LLC of Boston, MA
Shoreline Asset Management, LLC of New Castle, IN
Solutions for Wealth Management, LLC of Bourbonnais, IL
Wasserman Wealth Management, LLC of Farmington Hills, MI
Wealth Management Group, LLC of Dover, DE
WealthQuest Financial Services, LLC of Norfolk, VA
WebsterRogers Financial Advisors, LLC of Florence, SC
WIN Advisor Group, Inc. of Denver, CO

About Bright Sky Group

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