



FOR IMMEDIATE RELEASE

George Salter, JD, MBA, CFP® Has Been Admitted to the Paladin Registry

By Blossom Wealth Management, LLC.

Dated: July 1, 2009

Sacramento, CA July 1, 2009 Paladin announced that George Salter, a board-certified financial planner and retirement planning specialist with Blossom Wealth Management of Alamo, CA, an independent Registered Investment Advisor, has been admitted to the Registry and has been awarded Paladin's Five Star quality designation.

The Paladin Registry (www.paladinregistry.com) provides complementary research to investors who use the services of financial planners and advisors. Since its inception, more than 300,000 investors have used the Registry to learn how to avoid bad financial advice, to learn how to select high quality advisors, to find competent, trustworthy professionals, to rate current advisors, and to review advisor documentation for credentials, ethics, and business practices.

Jack Waymire, Paladin founder and author of the highly regarded book **Who's Watching Your Money? The 17 Paladin Principles for Selecting a Financial Advisor** (ISBN 0471476994, John Wiley & Sons, December, 2003) said "Registry services solve three major problems for investors who rely on planners and advisors to achieve their financial goals. First, it's not easy for investors to find high quality advisors. Second, when they find advisors they may not know the right questions to ask to determine their quality. And third, they may not know good answers from bad ones. Consequently, millions of investors hire the wrong advisors for the wrong reasons and fire them within two years."

Waymire went on to say, "The Registry solves the quality problem by having the highest minimum standards in the financial services industry. Planners and advisors must complete a comprehensive questionnaire and score in the top 10% of their profession to be admitted to the Registry. In addition, they must be Registered Investment Advisors (RIAs) or Investment Advisor Representatives (IARs), acknowledge their fiduciary status, provide independent advice, and work for fees."

Waymire confirmed that only a small percentage of practicing planners and advisors can meet the Registry's strict requirements. He said "We focus on the top tier of professionals who are paid to help investors achieve their financial goals. We exclude the bottom 90% who are frequently paid commissions to sell investment

and insurance products. Anyone who isn't paid to help investors achieve their financial goals is a potential risk."

He added, "This risk exists because the financial services industry has no minimum standards for advisors. There are no education requirements, not even a high school diploma, and no experience requirements. In fact, 18 year olds and people with criminal records can obtain securities licenses. The combination of no standards and no disclosure requirements create a major risk for investors and the Paladin Registry is one of the few resources that help them avoid the risk."

About Paladin Registry, LLC

Paladin is an information services company and not a financial services company. The Registry provides free public services to investors who use the services of financial planners and advisors. The four primary services are investor education, advisor search, advisor ratings, and advisor documentation. Visit Paladin's website at www.paladinregistry.com for additional information.

About Blossom Wealth Management, LLC.

Blossom Wealth Management is a Registered Investment Advisor formed in June 2009 by James E. Salter and George Salter, a CFP® professional since 2005. The firm is located in Alamo, California and is comprised of a dedicated team of asset managers as well as insurance and planning specialists who coordinate with outside professionals for legal and tax advice. The firm is focused on helping clients, families and business professionals achieve their individual financial goals.

Blossom Wealth Management www.blossomwm.com is a financial planning and investment advisory firm dedicated to assisting individuals and their families with expert advice to build and protect wealth through customized planning and investment solutions.

About George Salter

- Certified Financial Planner or CFP®
- Graduate degrees in Business (MBA) and Law (JD)
- 8 years of experience as financial advisor
- Adjunct professor of Finance at Dominican University of California
- Firm has offices in San Ramon, Alamo and Larkspur, CA
- Team members have traveled to over 70 countries

Investor Inquiries

- James Salter can be reached at (925) 833-9999
- james@blossomwm.com