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## FOR IMMEDIATE RELEASE

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### **Retirement Advisors and Plan Sponsors Invited to Participate in first-of-its-kind "Retirement Credential Survey"**

**PITTSBURGH, PA, February 5, 2007**— Credential sponsor Financial Service Standards, LLC (FSS) invites retirement advisors and plan sponsors to participate in a short "Retirement Credential Survey" that will culminate in the "2007 Retirement Credential Comparison Chart."

The results of the survey will be published in the May issue of PLANSPONSOR Magazine, the nation's leading authority on retirement issues, and the Summer edition of PLANADVISER Magazine, followed by a late-June release by Financial Service Standards at [www.401kservicetraining.com](http://www.401kservicetraining.com). It will also be available on [www.plansponsor.com](http://www.plansponsor.com).

The "2007 Retirement Credential Comparison Chart" will contain information about eleven different retirement credentials including their sponsors, target audience, cost, locations, prerequisites, focus, benefits, continuing education eligibility, training format, exams, and on-going requirements.

The findings of the survey and the results of the chart will also be discussed in a special session at the Center For Due Diligence's (CFDD) 2007 Advisor Conference in Scottsdale, Oct. 1-3. The session's topic will be *"A Requirement for Credibility & Marketing But Not Success: Polling Reveals How Advisors View Credentials & How Sponsoring Organizations Could Make Them More Meaningful."*

According to Sharon Pivrotto, Vice-President/COO of Financial Service Standards, "Retirement plan advising is increasingly an area of intense legal and fiduciary compliance. Better credentialing will help retirement advisors to better meet their responsibilities. This survey will help credential sponsors know what retirement advisors want, and how to provide it."



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The “Retirement Credential Survey” can be accessed at  
<http://www.401kservicetraining.com>

By participating in the survey, retirement advisors and plan sponsors will be able to view the “Preliminary Retirement Comparison Chart.” The survey results will contribute vital, additional information to this preliminary version, culminating in the “2007 Retirement Credentials Comparison Chart.”

### **About Financial Service Standards LLC**

Financial Service Standards LLC was founded in 2005 by investment professionals Donald Settina, CFP<sup>®</sup>, AIFA<sup>®</sup>, PPC<sup>™</sup> and Sharon Pivrotto, PPC<sup>™</sup>. The company is devoted to identifying and raising the service standards of financial professionals. Among its programs are the 401k Service Training Program<sup>™</sup> for Plan Advisors and the 401k Service Solution<sup>™</sup> for Plan Sponsors. The 401k Service Training Program<sup>™</sup>, accredited by Robert Morris University of Pittsburgh, leads to the PPC<sup>™</sup>, Professional Plan Consultant retirement credential.

For more information, contact Sharon Pivrotto at 412-977-9304. Or visit  
<http://www.401kservicetraining.com> or <http://www.financialservicestandards.com>.

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