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**MICHAEL SEARCY FROM SEARCY FINANCIAL SERVICES, INC. ATTENDS  
FI360 NATIONAL CONFERENCE ON FIDUCIARY STANDARDS OF CARE FOR INVESTORS**  
*Seen as Best Way to Elevate the Profession and Restore Markets, Consumer Trust*

**OVERLAND PARK, KS – June 1, 2009** – The lingering and wide-reaching impact of the economic crisis and impending financial planning/services industry regulatory overhaul were at the forefront of this year's fifth annual [Fiduciary360 \(fi360\) National Conference](#) in Scottsdale, Ariz. Michael Searcy, an Accredited Investment Fiduciary Analyst designee from Searcy Financial Services, Inc., was among those attending the two-day educational event, focused on lessons learned from the uncertain times, more ways to implement fiduciary practices and what to expect going forward with the current efforts to make rules, regulations and enforcement more consistent and create greater safeguards for investors. Attendees also were congratulated for being ahead of the curve in adopting high standards of care and encouraged to be even more vocal in their advocacy for the adoption of a fiduciary culture.

"The adoption of higher standards across the board is the key to protecting investors. Many times, when investors choose an advisor, especially for the first time, they are prone to picking the first advisor who sounds good or has a great personality," said Searcy. "This tendency is very common among investors because they do not know the right questions to ask. For that matter, they do not know the difference between good answers and bad ones. In a confusing regulatory environment where the majority of investment advisors are not held to the highest fiduciary standards, investors ultimately get the short end of the stick."

Attendees at the Conference were updated on numerous issues relating to fiduciary best practices including new approaches to asset allocation in the aftermath of the crisis, professional ethics, implementing a true fiduciary business model, marketing that model as a differentiator for their practices, behavioral economics, emerging trends, compliance issues, risk management, planning in mayhem and target date funds.

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**About Searcy Financial Services, Inc.**

Searcy Financial Services, Inc. offers a unique and highly personalized financial planning and investment management service for individuals and businesses. For the past 33 years, they have been privileged to help their clients focus on accomplishing those things that really matter most to them in their lives. Searcy Financial Services, Inc. has been recognized one of the "Top Wealth Managers in the Nation" by *Wealth Manager Magazine*. For more information about Searcy Financial Services, Inc., please visit [www.SearcyFinancial.com](http://www.SearcyFinancial.com).

**About fi360**

Fi360 offers a comprehensive approach to investment fiduciary education, practice management and support that has established them as the go-to source of investment fiduciary insights. With substantiated Practices as the foundation, fi360 offers world-class [Training](#), [Tools](#) and [Resources](#) that are essential for fiduciaries and those who provide services to fiduciaries to effectively and successfully manage their roles and responsibilities. Fi360 assists those who rely on their fiduciary education programs, professional [AIF® and AIFA® designations](#), Web-based analytical and reporting software and resources to achieve success. For more information about fi360, please visit [www.fi360.com](http://www.fi360.com).

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