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LOCAL ADVISORS ATTEND NATIONAL CONFERENCE WITH TWO FORMER U.S. PRESIDENTS

Even the Presidents of the United States are confused by the term “Fiduciary”

OVERLAND PARK, KS – February 12, 2010 – During a fireside chat at the National TD Ameritrade Conference held in Orlando, FL this past week, Jessica Maldonado, Michael Searcy and Marc Shaffer from Searcy Financial Services, Inc. in Overland Park, Kansas learned that not even former presidents of the United States, Bill Clinton and George W. Bush, know what the term fiduciary means! The two-day educational event focused on practice management workshops and networking opportunities designed to help top registered investment advisors from across the country take their business to the next level, and highlighted some key government issues facing investment advisors today. When the presidents were asked about the government’s plan to move the financial industry toward a **fiduciary model** where it would be required to put clients’ best interests first, President Bush responded after a long and awkward pause, “I don’t know anything about that” and President Clinton was equally baffled.

Download a copy of [“The Standard of Care for Investment Advice: Drawing a Clear Line of Distinction between Fiduciary and Suitability”](#) to learn more.

The term fiduciary, which has caused so much fear for brokers not wanting fiduciary responsibility written into law, means a legal and ethical duty to put your clients’ best interest before your own interests and profits. “It seems to me that we’re fighting an uphill battle,” said Maldonado, “when not even the presidents of the United States know what we’re talking about when we say fiduciary standard of care in managing our clients’ assets.” Searcy agrees, “There’s all of this talk about harmonization so that advisors and brokers are all required to act with the same standard of care, but most

consumers don't understand how it works now. They don't understand the difference between a suitability standard and a fiduciary standard.+ This question of fiduciary standards was perhaps so important a topic matter for advisors in attendance because of the makeup of the crowd. Independent advisors make a commitment to put their clients first. TD Ameritrade Institutional continues to advocate a fiduciary standard and supports legislation requiring traditional stockbrokers to act in the best interests of their clients. Shaffer points out that, %Our entire industry benefits when we all adopt the highest standards.+

Attendees at the Conference were updated on numerous issues and advisor workshops were scheduled on topics most vital to an advisor's business with five breakout tracks to choose from:

- Run my business . operational efficiency, technology, trading strategies
- Maximize my business . business development, growth, marketing, mergers and acquisitions, referrals, human capital
- Manage my client's wealth . investment solutions, investment products and planning
- Build my retirement business . best practices for retirement plans and 401(k) plans
- Gain a stronger voice . advocacy, regulatory, and risk management

Maldonado, Searcy and Shaffer attended breakouts in each of the tracks that they plan to utilize in their firm. Maldonado participated as a speaker in the areas of operations, human capital and marketing in her involvement as a panelist for the topics %How Successful Advisor Operations Teams Work with TD Ameritrade Institutional+, %People Practices that Drive Growth and Efficiency+and %Leveraging Social Media to Grow Your Business+.

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 34 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.

About TD Ameritrade

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to over 4,000 fee-based, independent Registered Investment Advisors and their clients. Their advanced technology platform, coupled with personal support from their dedicated service teams, allows investment advisors to run their practices more efficiently and effectively while optimizing time with clients.

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