



Joseph A. Gunther, CFP®
Financial Advisor

NEWS

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con·sor·tium

Latin, fellowship, from

1: an agreement, combination, or group (as of companies) *consort-*, *consors*
formed to undertake an enterprise beyond the resources of any one member

Local Norwich Advisor Selected To Join Consortium of Independent Financial Planners

*Joe Gunther joins the Consortium with over 21 years of
experience and \$32 million in assets*

NORWICH, NY (March 1, 2008) – Following an extensive “mutual selection” process, Norwich-based financial advisor Joseph A. Gunther has affiliated his financial services practice with Integrated Financial Group, a consortium of professional advisors. Joe Gunther says, “This is truly an exciting day for my clients and associates as we align with the services and support of Integrated Financial Group and our broker/dealer, Securities America, Inc. (one of the nation’s most respected independent broker/dealers, member FINRA/SIPC).” Joe adds, “The added ideas, innovation, and brain power that come with being part of such a group will ultimately benefit our clients.”

Don Patrick, the consortium’s Managing Director says, “The Consortium members are thrilled to have Joe associate with us. He has an excellent reputation and is an elite advisor in the Norwich area.”

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When a client retains an advisor that is part of the Integrated Financial Group consortium, they can be rest assured that they are dealing with an advisor that has passed a disciplined vetting process in order to join the consortium. The consortium maintains strict requirements for all advisors who are allowed to associate with Integrated Financial Group. Factors such as experience, professional designations and education, a rigorous planning process, excellent client service standards, and adherence to the consortium's ethical guidelines are but a few." Additionally, Patrick states, "Every advisor that wants to join the consortium must pass a stringent interview and vetting process with the consortium's advisory board to ensure the advisor maintains similar philosophies and a passionate commitment to our profession and their clients."

Patrick says that the consortium undergoes an extensive evaluation of every prospective advisor. They must be able to deliver leading edge advice, direction and financial planning solutions, all based on conservative, proven financial and economic principles. "Joe passed our process with flying colors and will be a great addition to our consortium. He brings many years of experience, tremendous knowledge and an excellent service philosophy to his clientele."

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About Joe Gunther

Joe's education pursuits have included St. Edward's University in Austin, Texas, "The College for Financial Planning" in Denver, Colorado, and finally Merrimack College near Boston, Massachusetts - where his course work concentrated on legal issues associated with financial planning. Joe is also a Certified Estate Advisor and a member of the Financial Planning Association and National Association of Financial and Estate Planning. Both of these credentials have given him the knowledge and the resources to assist his clients with, among other things, the establishment of family foundations.

Utilizing a thorough planning process, Joe's mission is to analyze a client's present situation and work along with them to make their goals become reality by implementing new strategies - or to better their existing program. Joe strives to create an open and honest environment where high-trust relationships can thrive and he can lead his clients in accomplishing their objectives and enjoys helping clients define and plan specific goals for each family's individual and unique needs.

Joe has concentrated his planning practice in all areas of Life Planning and Wealth Management while focusing especially on income distribution for retirees. He and his staff offer planning services from the first floor of The Eaton Center in Norwich, NY.

About Don Patrick and Integrated Financial Group

Don Patrick, Managing Director of Integrated Financial Group in Atlanta, Georgia, has been serving clients as a financial advisor for over 26 years. Patrick earned his MBA from the University of Southern California. Undergraduate studies were completed at Loyola University Los Angeles in the areas of finance and economics. He served as a pilot in the U.S. Air Force, graduating first in his class. He is also a member of the Financial Planning Association, the nation's largest organization of professionals dedicated to championing the financial planning process. He has completed additional studies and passed a rigorous certification examination and is authorized to use the CFP® mark of distinction.

The Atlanta-headquartered Integrated Financial Group, one of the largest financial planning consortiums in the country with independent advisors in six states and nearly \$1 billion in assets, delivers practical, effective financial solutions aimed at addressing the long-term financial planning needs of their clients. Over the years, Integrated Financial Group consortium has attracted some of the best and brightest financial advisors in the industry. "These are some of the most experienced and best-educated financial advisors in the profession," says Patrick.

For five years listeners in south Florida relied on Patrick to deliver sound, accurate financial advice as co-host of a radio talk program. He taught financial planning at Georgia State, North Metro Technical College and Gwinnett Technical College. Listed in Who's Who of Investment Management Consultants, Patrick recently authored a book titled *Keep Your Nest Egg From Cracking, What You Need To Know*.

Visit www.intfingroup.com for more information about Mr. Gunther, Mr. Patrick and the Consortium.

NOTE: When you need an expert to speak on complicated financial topics in an easy-to-understand and lively way, please call Don Patrick or Joe Gunther and the consortium of advisors at Integrated Financial Group.

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