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**In Response To Changing Advisory Landscape, And Input From Hundreds Of Advisors, PEAK Re-Brands As Peak Advisor Alliance**

- **Peak Advisor Alliance unveils new dashboard for advisors, unique in the industry for tracking progress and improvement over time**
- **Advisors expressed strong desire for three core elements – Content, Coaching and Community**
- **Peak Advisor Alliance website to operate as a “hub” for financial advisors:**
  - **Public site offers free tools for advisors via daily blog and Twitter**
  - **Members Only version of site provides tools & strategies, interactive member message board, and personal tracking tools**

January 18<sup>th</sup> 2011 – Omaha, NE -- PEAK, the financial advisor coaching and consulting firm with over 800 members, announced today that it is unveiling the results of its rebranding efforts, and will now be known as Peak Advisor Alliance.

The change was driven by overwhelming demand from advisor members. The new logo represents both upward growth and forward progress, which has long been an emphasis of the program.

Steve Sanduski, Managing Partner of the new Peak Advisor Alliance, comments: “Advisors felt that the core elements of value in these turbulent markets are clear: Content the advisor can use to help grow the business, coaching from a trained professional who understands the industry, and perhaps most importantly a community environment that fosters learning and sharing of best practices. We wanted our brand and new website to showcase these strengths of the program, and we feel they do.”

Peak Advisor Alliance offers The Resource Center and The Coaching Program, both of which give advisors the strength, support, resources and passion of a nationwide network of advisors and the Peak Advisor Alliance team. Additionally, Peak Advisor Alliance holds Excell Meetings twice a year, which bring the members and their teams together to share ideas, thoughts on the industry and to hear from Ron Carson and other influential business leaders and members of the financial media.

The company was started by Carson in 1993 and is based on the strategies and principles that led him to become one of the top 10 financial advisors in the country and the largest producing independent advisor in the country. Peak Advisor Alliance offers programs and services that focus on helping advisors improve all areas of their business including:

- Developing a consistent lead generation process that drives revenue growth
- Enjoying business more and maintaining a high level of burning desire
- Effectively utilizing human resources
- Developing, implementing and using systems

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- Using time most efficiently and profitably
- Marketing the business and creating a compelling point of distinction
- Identifying, selling to and servicing higher-net worth clients

“At our national Excell Meeting in Spring 2010, we were all asked for our input on the program, what it meant, what we valued. Evidence of how Peak Advisor Alliance listens is reflected in the commitment to Content, Coaching and Community. The new web site and enhanced tools will be extremely helpful in my practice and in my life.” – Greg Garabedian, Peak Advisor Alliance Member in Pasadena, CA.

Ron Carson comments, “We started this with a simple concept – if we can help financial advisors to get better, we can touch millions of families who benefit from the advice and wisdom of those individuals and their staffs. We’ve continued to add elements to the program and to evolve over the years, and I could not be more excited by our new look and feel. It truly embodies who we are as a firm.”

Peak Advisor Alliance offers members an extensive network of peers who share insights and experiences from their personal and professional lives within Peak Advisor Alliance’s multi-faceted framework . As part of the new brand launch, Peak Advisor Alliance is also unveiling its new website, [www.peakadvisoralliance.com](http://www.peakadvisoralliance.com) where members can search for and access fresh content and can track their unique goals through an interactive dashboard.

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#### **About Peak Advisor Alliance**

Peak Advisor Alliance, based in Omaha, Nebraska, provides financial professionals with specific solutions to manage and market their businesses and strategic tools to ensure implementation. Their programs and services include proven tools, coaching, and consulting and are based on the real-world experience of \$10 million producer, Ron Carson, of Carson Wealth Management Group. Their members also enjoy the benefits of a wide, interactive community of advisor members who share their experiences. Please visit [www.peakadvisoralliance.com](http://www.peakadvisoralliance.com) for more information.