



PRESS RELEASE – FOR IMMEDIATE RELEASE – June 1, 2011

Press Contacts:

Cognito Los Angeles: Matthew Chisum / Melissa Barrero +1 310 246 9530

Advisors' Marketing Priorities and Social Media Concerns Revealed through Peak Advisor Alliance Survey

- *55% of Respondents Feel Biggest Marketing Challenge is Differentiating their Practice and Generating New Business*
- *89% of Respondents Feel they are Not Doing Enough to Market their Business*
- *More than 50% of Respondents See Social Media as Beneficial but View it as a Major Compliance Risk*

Omaha, NE – June 1, 2011 -- Peak Advisor Alliance, the country's largest financial advisor coaching and resources program led by \$10-million, 20-time, #1 producer Ron Carson, today announced the results of a recent social media survey polling more than 200 advisors.

As a whole, respondents overwhelmingly indicated that their biggest challenge is differentiating and marketing their practice to generate new business. Concern was expressed regarding social media, as respondents exhibited an interest in utilizing various platforms such as LinkedIn, Twitter, and Facebook as marketing tools, but view the platforms as "too risky" from a compliance perspective. Participants agreed that a compliance-friendly, turnkey solution would be useful.

Other key findings from the survey include:

- 66% of respondents are not engaged in any form of social media to promote their business;
- 40% of respondents know how LinkedIn can help their business, with over 60% using the service either personally or for their business;
- 88% of respondents are unsure as to how Twitter can help their business with only 10% using the site to monitor news;
- Over 50% of respondents view social media as a compliance risk; and
- 57% believe FINRA's reaction to the use of social media by advisors is appropriate

"Social media is a hot topic in our industry, and we want our members to realize that it's here to stay," said Steve Sanduski, Managing Partner of Peak Advisor Alliance. "Now more than ever the use of these platforms are crucial in helping advisors to market and grow their practices.

Peak Advisor Alliance Founder, Ron Carson adds: "Social media is a key way the next generation will communicate, and advisors will need to understand it to reach this audience."

Nearly 200 Peak Advisor Alliance members completed the survey. Peak Advisor Alliance regularly conducts surveys on relevant industry topics, seeking to keep its finger on the pulse of the advisory space and proactively address the needs of its community of more than 800 advisors.

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About Peak Advisor Alliance

Based in Omaha, Nebraska, Peak Advisor Alliance is the country's largest financial advisor coaching and resources program. Based on the experience of \$10 million, 20-time #1 producer, Ron Carson, Peak Advisor Alliance helps financial advisors build more profitable businesses, provide better client service, and live a principled and fulfilled life. Peak Advisor Alliance members receive one-on-one and group coaching support, various resources, strategies, systems, and tools, and an unparalleled peer network. For more information please visit www.peakadvisoralliance.com.