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FOR IMMEDIATE RELEASE

FA Insight Launches Inaugural Staffing and Compensation Study

Tacoma, WA (March 16, 2009) – Rest assured, advisors: The solution to your pressing human capital concerns is on its way. FA Insight today announces its inaugural research effort, *The 2009 FA Insight Study of Advisory Firms: People and Pay*. According to Dan Inveen, Director of Research for FA Insight, the study aims to provide critical data and decisive insight on developing, compensating and managing people in the financial advisory industry. “Advisors face the most challenging market conditions they have seen in their entire careers. Our study aims to assist them manage costs in a way that doesn’t compromise their most precious resource—people,” says Inveen.

For the past three years Inveen led Moss Adams’ annual advisory firm benchmarking studies, research recognized by many as the industry’s premier source for business guidance. He and former Moss Adams colleague Eliza De Pardo launched FA Insight early this year to leverage their extensive expertise and deep understanding of industry best practices in order to continue helping advisors develop and thrive.

Compensation planning will be a central concern of the study, explains Inveen. However, based on the increasing demand of advisors to get the most out of their people, FA Insight will also be taking a close look at issues relating to organizational structure, performance management and development of expertise. Other topics of focus will include talent recruitment and succession planning.

De Pardo, FA Insight’s Director of Consulting, states, “The challenge for businesses today is to manage their people effectively to increase productivity and service delivery to clients while keeping the firm’s expenses in check. *The 2009 FA Insight Study* is designed to provide dependable data and the necessary insight that will support firms in their decision making while providing key lessons from the industry’s best-managed firms.”

Each participating advisory firm will receive a complimentary study report and an invitation to attend a webinar to review study results. Given advisors’ hunger for independently produced and empirically based practice management information, the FA Insight team expects strong participation from across the industry. Advisors can participate in the study starting on May 1, 2009. As the launch date nears, FA Insight will provide more details at www.fainsight.com.

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Headquartered in Tacoma, Washington, FA Insight is an independent industry research and business consulting firm that exclusively serves the financial services industry.

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