Attn: Editors/Practice Management

AdvisorPractice.com launches unique services – For Advisors By Advisors

Ottawa, April 28, 2009 - Advisors know they need to be different to stand out. **Everyone is offering a second opinion on portfolios, clients want more than that.** They want answers to their concerns. They want a financial plan. AdvisorPractice.com has launched its website targeted at financial advisors to offer solutions to this need.

Through the use of The Life Goals Planning Turnkey Seminar™, The Financial Planning Package™ and The Client Review Kit™, AdvisorPractice.com helps advisors transition to a financial planning practice.

AdvisorPractice.com was formed by two fee-based advisors, Robert Abboud, CFP, PFP and Mathieu Paradis, CFP, CLU, FMA who have been doing comprehensive financial planning since 1996.

AdvisorPractice.com's objective is to offer advisors the process and the tools they need to attract, advise and keep clients based on a very high level of service through life and financial goals planning and regular reviews.

"Clients are expecting more than investment advice and the financial planning arena is becoming more and more complex" says Abboud. "We have simplified the financial planning process by creating templates of our plans and processes. Advisors can continue to use whatever planning software they want, but now they have a unique process to follow and can personalize a financial plan for their clients."

"When you create plans and use checklists and agendas it increases your compliance and your professionalism" adds Paradis.

Advisors who create personalized plans realize the benefits including an upfront charge for plan preparation, higher household assets, increased professionalism and increased revenue per client. In return, clients receive holistic advice they can understand and implement.

Advisors who would like to learn more are invited to visit the website advisorpractice.com where the company is **offering introductory pricing on all their services until September 2009**.

"We are currently in talks with select fund companies and dealers to roll out our Performance Through Planning™ program that provides advisor access to our products through a master distribution program" says Abboud.

For more information contact Robert Abboud or Mathieu Paradis at 613.841.8550 or email info@advisorpractice.com

AdvisorPractice.com