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Local Advisor Featured in Newly Released Book, "The Trust Equation"

Brian Puckett Exemplifies Qualities Necessary for Building a Relationship of Trust With Your Advisor

[OKLAHOMA CITY, OK, January 17, 2006] – Brian Puckett of Brian Puckett Retirement Advisors has been featured in the newly released book, *The Trust Equation: The Savvy Investor's Guide to Selecting a Competent, Ethical Financial Advisor*. This book, written by Steven Drozdeck and Lyn Fisher, seeks to help investors choose good financial advisors and wealth management teams, and features interviews with twelve nationally recognized financial advisors.

The only local advisor chosen to be included in this book, Brian Puckett was recognized by the authors as exhibiting the key qualities an advisor must possess to gain the trust of an investor today. "I am proud to have been chosen for this project, and feel there is no greater honor than to be held up as an example of honesty and integrity in my industry," said Puckett. "I believe these qualities are of paramount importance – but you should also like the professionals you work with. You'll be meeting and interacting with your advisor countless times over the years. You want that to be enjoyable. You want to be able to be a team and work together. My team and I strive to embody this at our firm."

The Trust Equation highlights strategies that both new and experienced investors can use to find answers to critical questions before turning over their hard-earned "money of a lifetime" to a financial advisor. The book also includes a 7-Step Process to help readers attain their life goals.

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Through in-depth interviews with Puckett and eleven other advisors nationwide, the authors discovered answers to important questions such as:

- How does an investor choose a competent financial advisor from the more than one million licensed financial services industry professionals in the U.S.?
- What are the key qualities an advisor must possess to gain the trust of an investor today?
- What kind of service can an investor reasonably expect from his or her advisor?

Says co-author Lyn Fisher, "Because of past wrongdoings and questionable antics on Wall Street and in corporate America, investors must take more responsibility for educating themselves about the investment process. They must conduct appropriate research before making major decisions that could affect their financial futures. They're more concerned with receiving reliable information about the financial planners and investment advisors they are, or might consider, working with."

Co-author Steven Drozdeck agrees, "Over the past few years we've talked to investors who are approaching – or earnestly preparing for – retirement. They understand the decisions they make today can affect them for years to come and that they can't hand their money over to just any financial professional. They are seeking a professional they can trust to manage their money."

Drozdeck went on to say that "We did exhaustive research on the individuals we interviewed and were favorably impressed. Collectively, Lyn and I have talked with or trained more than 60,000 industry professionals during our careers, and we believe that those interviewed can be trusted to provide high-quality client service. Even more important, they all exhibit an admirable level of integrity. In today's current environment, with so many skeptical investors, integrity is a key component for any competent advisor and his or her firm. Puckett and the other advisors in *The Trust Equation* have these qualities and have proven their performance throughout their careers. I would be proud to have any one of them manage my financial future."

About Brian Puckett Retirement Advisors, LLC

Brian Puckett, Principal of Brian Puckett Retirement Advisors in Oklahoma City, Oklahoma, has been serving clients as a financial advisor for over 15 years. A graduate of the University of Oklahoma, holding both a BBA in Accounting and a JD, Brian is a licensed attorney and a CPA. He is an active member of the Personal Financial Planning sections of both the American Institute of Certified Public Accountants and the Oklahoma Society of Certified Public Accountants. He is also a member of the Financial Planning Association, the nation's largest organization of professionals dedicated to championing the financial planning process. Brian Puckett Retirement Advisors LLC is a Registered Investment Adviser in the state of Oklahoma.

Puckett holds the respected Personal Financial Specialist designation (PFS), awarded exclusively to CPAs who have demonstrated substantial experience in personal financial planning; pass a comprehensive examination; and submit references from colleagues and clients to substantiate financial planning acumen. He also successfully completed the demanding requirements to become a CERTIFIED FINANCIAL PLANNER™ professional through the Certified Financial Planner Board of Standards, Inc. He has been an adjunct professor at the University of Central Oklahoma and lectures frequently at other educational institutions and area corporations.

Puckett's articles on financial planning appear frequently in CPA Focus, published by the OSCPA, and he is often quoted on financial planning topics both in industry and consumer publications, including the Wall Street Journal, Business Week and The Daily Oklahoman. Two nationally-distributed industry magazines, Financial Planning and Research, have published articles written by Puckett for his financial advisory peers. Puckett is also an Advisory Board member of the Paladin Registry, a free service that educates investors about the characteristics of good and bad advisors and provides an objective process for selecting advisors. As a five-star investment professional, Puckett has received Paladin's highest rating.

Please contact Mr. Puckett's office for information on how to obtain a complimentary copy of "The Trust Equation: The Savvy Investor's Guide to Selecting a Competent, Ethical Financial Advisor" (Financial Forum Publishing, December 2005, ISBN 0-9745175-5-0) or visit www.ffbookstore.com to purchase The Trust Equation.

Visit www.puckettadvisors.com for more information about Mr. Puckett and his company

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NOTE:
When you need an expert to speak on complicated financial topics in an easy-to-understand and lively way, please call the nationally-recognized advisors at Brian Puckett Retirement Advisors LLC.

~ Thank you!