FINANCIAL INDEPENDENCE PLANNING, LLC™

Approach Your Future With CLARITY • CONFIDENCE • CAPABILITY FIP™ www.myFIPadvisor.com

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Title: Financial Independence Planning (FIP) Clients Learn the "Ins and Out"s Trusts, Wills and Estate Planning

For Immediate Release: Lafayette Hill PA, August 18, 2010 –
Over 100 clients filled the room at the first Financial Independence Planning (FIP) client educational seminar, hosted on June 15 2010 at the William Penn Inn. The 20-year old financial planning firm rapidly responded to a recent survey of their clients in which the majority asked for tools that would augment their estate planning.

Deborah L. Shoemaker, CFP, MBP CFTA, Senior Vice President, Regional Trust Consultant for ING Trust led the audience on an entertaining and educational hour-long tour of some of the myths, fallacies and recent changes in estate planning law

Deborah Shoemaker speaking to the FIP clients about estate planning

A long-time client of FIP, commented, "We are empty nesters and our financial horizon has changed, so we knew we needed to plan ahead. I was glad FIP responded to our request for a good seminar without pushing us to use any particular firm or lawyer."

Harry E. Keller, founder and CEO of FIP, stated, "The topic coincides with our client base and the surge of baby boomers faced with planning for both their own retirement and figuring how to leave as much as possible to their children and grandchildren." He added, "Some tax reforms have created interesting opportunities for individuals to capture and retain their hard-earned retirement savings."

About Financial Independence Planning

Financial Independence Planning (www.myFIPadvisor.com), a Lafayette Hill-based, full-service financial services firm serving clients primarily in the tri-county area of Bucks, Philadelphia and Montgomery Counties. The organization delivers a financial process for clients in retirement and pre-retirement, to help them retain and optimize their retirement assets. Financial Independence Planning (FIP) leverages its proprietary 8-step process to identify objectives and potential roadblocks early by using a Financial Road Map, thereby significantly decreasing overall financial volatility and promoting client portfolio stability and satisfaction. The firm's online client collaboration tools enable clients 24/7 secure access to their portfolio.

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